Connection is the ABA competitive advantage

Enhance your ABA hiring strategy by treating job postings as marketing tools and adopting text messaging for faster candidate engagement.

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If your job posting looks like every other RBT job posting on Indeed, you already know how this story ends: qualified candidates scroll right past it.

In today's ABA hiring market, recruiting has less in common with traditional HR administration and more in common with marketing. Candidates are comparing opportunities quickly, often across several organizations at once, which means every touchpoint has to communicate value, clarity, and differentiation from the start.

For ABA organizations competing for qualified RBTs and BCBAs, two practical shifts can make a meaningful difference: treating job descriptions as marketing assets, and using faster, more responsive communication channels to keep candidates engaged.

Treat your job description as a marketing asset

Job boards make it easy to apply, which also means candidates are applying to your organization and three others at the same time. In that environment, a generic, copy-pasted job description does almost nothing to differentiate your organization from the practice down the street. Here's how to change that:

Make the job posting feel specific to your organization.
Photos, short videos, and clear descriptions of the employee experience can help candidates understand what it's like to work with your team. Strong postings answer the questions candidates are already asking: what makes the role meaningful, what training and mentorship look like, what the caseload and schedule realistically involve, and what makes the organization distinct.

Compensation transparency can strengthen the first impression.
While some organizations are hesitant to lead with pay, including compensation details early helps build trust and gives candidates a clearer sense of fit before they invest time in the process. The same transparency that supports retention after hire should begin at the point of application.

There is a genuine emotional case to make, not just a practical one.
ABA work is mission-driven, and many candidates are drawn to RBT and BCBA roles because they want to support children and families in meaningful ways. Organizations that communicate that mission authentically, rather than relying on a generic list of duties and qualifications, can stand out in a crowded market.

Texting isn't optional anymore

Email alone is no longer enough to keep recruiting momentum moving, especially when candidates may be hearing from multiple employers at the same time.

Text messaging gives organizations a more immediate way to connect, confirm interest, answer quick questions, and reduce the lag that can cause candidates to disengage. For teams looking for a low-lift improvement, making texting part of the default recruiting workflow can be one of the fastest changes to implement.

The goal is to meet candidates where they are most likely to respond. Some candidates prefer a conversation, while others are more likely to engage with a quick text. Flexibility matters because every day spent waiting on an unanswered email is a day a candidate may move forward with another organization.

Speed and automation do not have to come at the expense of a personal touch. The strongest recruiting and onboarding experiences use technology to surface needs faster while preserving human connection. Automated check-ins, for example, can give new hires an easy way to flag concerns early, while managers continue building relationships through personal outreach.

2 changes you can make this week

Neither of these requires new software or a bigger budget – just a different starting assumption about the purpose of a job posting and a first outreach message.

- **Rewrite your highest-volume job postings like a marketing asset, not a compliance form.** Add real photos or video, lead with compensation instead of holding it back, and answer the specific questions a candidate has before they apply – training, mentorship, caseload, what makes this organization different.
- **Make text messaging a default recruiting channel, not a nice-to-have.** If you're only reaching candidates by email today, this is one of the fastest ways to reduce lag, improve responsiveness, and keep qualified candidates engaged before they move on.
- In a competitive ABA labor market, organizations that rethink hiring through a marketing lens can create stronger first impressions, clearer candidate expectations, and more responsive recruiting experiences.

Build a more connected workforce with Viventium + Apploi

For ABA organizations, improving hiring, onboarding, and retention requires a connected approach that brings the employee journey together from the first candidate touchpoint through every stage of workforce management.

Viventium + Apploi helps ABA providers create that connected experience by aligning recruiting, onboarding, HR, payroll, and workforce operations in one streamlined ecosystem – giving organizations the tools to move faster, communicate more effectively, reduce administrative friction, and support employees with greater consistency from hire to tenure.

As ABA organizations continue competing for qualified talent, the leading solution is the one that connects the entire workforce experience. With Viventium + Apploi, teams can build stronger candidate pipelines, smoother onboarding processes, and more engaged workforces designed to grow with the needs of modern ABA care.

This post draws on insights from "The Recruitment-to-Retention Roadmap for Growing ABA Organizations," a webinar hosted by Behavioral Health Business and sponsored by Viventium and Apploi, featuring Adam Lewis (Viventium/Apploi), Moshé Papert (Kids Club ABA), and Joey Toledano (Supportive ABA). View the recording on-demand.

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