

- Job Title**
Titles should be descriptive, clear and understandable to someone OUTSIDE your organization. Eliminate abbreviations and jargon specific to your company. For example: “*Senior Project Manager*” will generally get a better response than “*Associate IV, Project Planning.*” Avoid using gimmicky job titles. Job seekers typically search by keywords, so if you use a title that is too general, you may miss some key candidates. Stick to a functional job title that speaks directly to your target candidates. Do not post a department title or multiple jobs within a single posting, such as “*Sales/Asst. Manager/Office Worker.*”
- Location**
Where is the position located? Include the city and state, unless you are posting for a regional position. Remember that the Web is international and people could be looking at your ad from anywhere. Our research shows that location is one of the most important search criteria when candidates are searching for jobs online. Without a physical location, your job will not show up in a location search by candidates.
- Company Description**
Include a short description of your company, including mission statement and goals. Does it accurately highlight your company’s brand? Does your company sound like a place YOU would want to work? Let job seekers see you as an employer of choice; tell them why they should work for you despite all the other options. This section shouldn’t be longer than 1-3 sentences. Just say who you are and why candidates should work for you.
- Sell the Job**
Target the candidates you are seeking and speak their language. What will the person be responsible for day to day? How does the position fit in the big picture? Why would someone want this job? Don’t just describe the position, sell it. Tell the candidate what’s in it for them. Too often the WHY in job descriptions isn’t conveyed. Portray the full range of responsibilities for the position and how someone will benefit from them long term. Duties and responsibilities are the most crucial factors when candidates choose whether or not to submit an application.
- Skills, Experience and Training**
What skills are essential to success in the position? List work experience, training, and level of education that is necessary. What qualifications are preferred, but not required? Be specific about what the job requires; you’ll save time for everyone involved. List requirements first, followed by preferred qualifications. Ensure that keywords the job seeker would use to search for the posting are included within the description (not listed at the bottom of the page). Your job posting will never be found if job seekers choose words that are not featured in your ad. Search engines pull from the body of our postings.
- Benefits**
Outline benefits, including vacation, insurance, and retirement packages since they are extremely important to candidates. Remember to include unique perks, such as specialized training to enhance skill sets, or team building activities. Too often, employers downplay the benefits associated with the job. Providing this information is helpful to “sell” your company to candidates.
- Pay Range**
Job seekers want to know this, so consider what will attract them away from industry peers and leverage your competitive advantage! Many candidates may skip your posting if salary information is not included. If your company isn’t open to sharing salary information, at the very least, let candidates know that pay is important. Consider including a statement like “competitive pay” or “higher than industry average pay.”
- Clear Call to Action**
It seems obvious, but closing with a clear call to action is often overlooked. Give clear directions: Submit your resume via APPLY TO THIS POSITION below, by mail, etc. Limit the number of response options; fewer options make it less confusing for candidates. Put a sense of urgency in the posting to motivate candidates, especially if it’s a plus because of company growth or launching a product.
- Finishing Touches**
Check spelling and grammar. Can you glance at the ad and get the idea of what the position entails? Bullet points and bold text, used appropriately, help make your job posting easier to read. Candidates absolutely form an opinion of the person responsible for posting the job and the company. A poorly developed job posting will turn top performers away. Be sure that the impression you make is positive.