Creating Job Postings

What Is A Job Posting?

Job postings are a way for employers to recruit job seekers by advertising their open positions. A job posting should be tailored to help the job and your organization attract the great candidates you are seeking for your company.

Originally posted in newspapers, companies now list job postings on job boards, company career sites, and staffing agency websites.

Tips For Writing A Great Job Posting

When writing a job description, each section of the job post should be tailored with a specific goal in mind. This will help to create an effective job posting that will attract the best talent.

With that understanding, we list some of our best tips broken down by section for writing effective job postings.

36% of job seekers search by job title

Source: Indeed survey, n=2,091

PERFORM A THOROUGH JOB ANALYSIS

KEEP THE JOB POSTING IN THE 300-700 WORD RANGE

A JOB TITLE MUST BE CLEAR, DIRECT, AND SPECIFIC
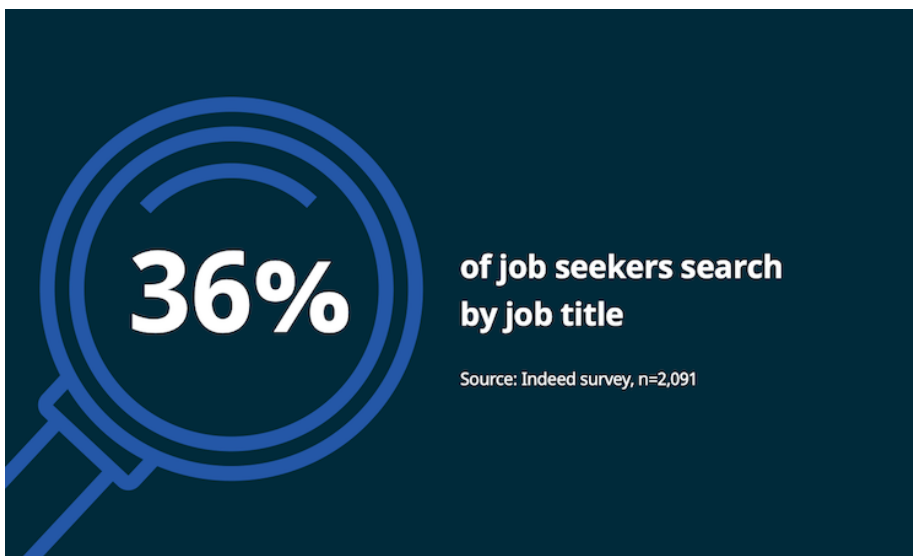
DESCRIBE THE JOB OPPORTUNITY

SELL THE JOB OPPORTUNITY

SELL THE COMPANY VISION AND CULTURE

STRUCTURE YOUR JOB POSTING

DESCRIBE THE APPLICATION PROCESS

HAVE COLLEAGUES REVIEW THE JOB POSTING

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Perform a thorough job analysis

Review your current internal compensation structure and compare it to the current market. Research competitor job descriptions, compensation, and job titles to get a thorough understanding of what you're up against.

Depending on what industry you're in you will find competitor job postings on job search websites such as LinkedIn, Indeed, Glassdoor, CareerBuilder or Monster.

Does your current compensation match the market? Or will you need to adjust it to match your competitors to attract ideal candidates?

When reviewing competitor job descriptions take some of their best ideas and incorporate them into your own job postings

A job title must be clear, direct, and specific

Be clear, concise, and to the point don't over-inflate the job title, making it seem more than it is. Avoid cliche phrases such as "superstar engineer" or "top-notch programmer" also stay away from general titles such as "engineer" or "designer".

As software developer recruiters, we have posted thousands of job openings. In our experience candidates often apply based on the job title alone and don't even read the job description. The wrong title could cost you time and money!

Be specific with your titles such as ".NET software developer", or "SolidWorks Mechanical designer", and hopefully decrease the number of unqualified applicants that miss the mark.

Describe the job opportunity

Write the job description in a way that helps the right candidates visualize a typical day at the office.

For example, if your job opening is for a SolidWorks Mechanical designer. It would be a bad idea to say something generic-sounding such as "looking for a designer to create mechanical parts for equipment"

Sell the job opportunity

Job seekers exploring new career opportunities need compelling reasons to choose your job posting over competing ones. Describe any perks, benefits, office comforts of the facility, or specialized equipment that candidates may get to use.

For example, if a company pays 100% of the medical benefits, offers catered lunches, are active volunteers in a community, or have purchased new high-end computer workstations list it in the job posting.

Have an amazing office with a perfect view? Make sure to mention it.

Certain types of benefits are more important to some rather than others, and vice versa.

Sell the company vision and culture

Your job posting is your first opportunity to showcase your company to potential employees. Consider links to reviews about your company, testimonials, or pictures on your Facebook and Glassdoor pages if you have them.

If you want to be creative, you could even design a landing page on your company website. This page could describe the company's vision and goals. While showcasing your office environment, team pictures, fun events, and outings.

Structure your job posting

Candidates conducting a job search may look at hundreds of job postings a week. Keep the job description at 4-6 paragraphs or fewer. This because in our experience too long of a job description turns off candidates which reduces your number of applicants.

Introduction: 2-3 paragraphs describing your company, a summary of the position, and what makes the position attractive.

Pay range, benefits, and perks: As this heat map of a job description shows, putting pay and benefits near the top of the job description is vital.

You want a candidate to read the entire job description so get them interested right away.

Duties and Responsibilities: Make bullet points straight to the point on each one. 5 to 10 ten bullet points is a good number to aim for, you're not trying to write a book here.

Requirements/Qualifications: Again have bullet points, and put must-have requirements at the top, preferred requirements second, and nice to have requirements at the bottom.

Closing: 2-3 sentences max. You could describe your interview process here, your timeline for hiring applicants, and instructions for applying to the role.

Describe the application process

Inform job seekers of the application process from start to finish. The shorter the interview process, the more likely you are to increase applicants. No candidate wants to have 4 interviews before receiving a job offer.

Have colleagues review the job posting

Have several people in the department review the position and give their honest feedback. They could find errors or make suggestions that help sell the opportunity.

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Job Posting Template

[Title of the job]

INTRO AND JOB OVERVIEW: PROVIDE A 2-3 MAX PARAGRAPH DESCRIPTION OF THE COMPANY, THE ROLE, WHAT IT TAKES TO EXCEL IN THE ROLE. YOU ALSO WANT TO STATE HOW THE OPPORTUNITY FITS IN THE COMPANY AND THE OVERALL STRUCTURE OF THE TEAM.

Benefits and pay range:

- PAY
- BENEFITS SUCH AS HEALTH, VACATION, HOLIDAYS, AND SPECIAL WORKING HOURS ETC.

Responsibilities and Duties:

- USE BULLET POINTS AND LIST THE ESSENTIAL DUTIES OF THE ROLE.
- LIST THE DUTIES IN ORDER OF IMPORTANCE
- USE PRESENT TENSE AND FULL SENTENCES
- MAKE SURE AND USE GENDER-NEUTRAL LANGUAGE.

Requirements and Qualifications:

- EDUCATIONAL REQUIREMENTS
- YEARS OF EXPERIENCE REQUIRED
- YEARS OF EXPERIENCE NEEDED WITH SPECIFIC SKILLS.
- PERSONALITY CHARACTERISTICS THAT USUALLY EXCEL IN THE ROLE
- ANY NECESSARY CERTIFICATIONS
- LIST ANY PHYSICAL ABILITIES NEEDED SUCH AS LIFTING 50 POUNDS, ETC.
- PREFERRED QUALIFICATIONS
- QUALIFICATIONS THAT WOULD BE A PLUS

Closing and application instructions:

EXPLAIN THE TIMELINE FOR HIRING AND THE APPLICATION PROCESS.

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