



Franklin Professional Associates

Excellence in Staffing and Recruiting

How to Optimize your Job Postings

1. Include exact location within the body of your job posting.

Example: Our team of Customer Service professionals, based in Leominster, MA is growing...

2. Include a picture.
 - a. Pictures of your own team are best.
 - b. Stock imagery can be found at www.unsplash.com and www.pixabay.com
 - c. Name the image file with the job title and location
3. Neutralize gender-coded language but running your job posting through the KatMatfield Gender Decoder: www.gender-decoder.katmatfield.com
4. Package with a bow: Summarize the highlights of key abilities of an idea candidate and benefits for your candidates.

Example: As our HR Business Partner, you will be a key player in driving HR operational excellence to support our teams. If you have experience and genuine interest in optimizing Employee Relations, effective departmental functioning, and organizational development, our team is a place where you can make valuable contributions while developing professionally in a rapidly growing global company.

5. Add a call to action; One simple direction about how to apply.

Learn more at www.franklinprofessionals.com