Job Posting

Checklist

Writing a job posting is an essential component of attracting qualified candidates. Use this job posting checklist and follow these tips to craft a job posting that draws the right talent to join your agency.

# Job Title

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| Use a job title that is straightforward and findable. When you create the job title, make sure that it is: |
| * Honest and doesn’t exaggerate the role’s importance |
| * Search friendly – Stick to common keywords that are self-explanatory. Candidates won’t look beyond the title if they don’t understand what it means. |
| * Free of gender or age implications. |
| * Descriptive of how the role ranks with other positions in the company, just as “senior” or “entry-level”. |
| * Comparable to similar jobs in the industry. |

# Why join us?

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| This is the section where you describe why the candidate should join your company. Keep it concise, use “needs-supplies” statements, and consider including: |
| * Your company’s mission, vision, and values. |
| * A description of your culture and team dynamics. |
| * Your company’s past successes and industry impact. |
| * Benefits the employee can expect to receive. |
| * The company growth metrics. |

# What we’re looking for

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| This is your opportunity to describe your ideal candidate and hopefully grab the attention of prospects that fit the description. Consider including: |
| * Traits and requirements the candidate should have. |
| * Skills and experience that are essential for the role. |
| * Attributes of top performers at your company. |
| * Type of position, such as full-time or part-time, paid or unpaid, or an internship. |
| * Location, and whether or not travel is required (and how much). |

# The impact you’ll have

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| Illustrate the job’s day-to-day experience, as well as the opportunity the candidate will have for career advancement. Be sure to: |
| * Express the value the position has within the company. |
| * Describe the role and responsibilities, including examples. |
| * Begin each responsibility with an action verb in present tense, For example, “drive product naming”, or “elevate the client experience”. |
| * Include details on the person to whom the candidate would report, and where that person falls within the company’s structure. |
| * Disclosure any drawbacks of the job, instead of hiding them with clever language. Consider adding a “worst part of the job” section. |

# Sound like you? Apply now!

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| Make the process easy b providing a link to your application page. |

# Learn more about (your agency)

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| Use this section to include any further information about your company that is relevant to the opportunity. Try embedding a company culture video to mix things up! |

# Contact information

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| Don’t forget to include the recruiter email, phone so that applicants can ask questions. |

**Resource:**

**Ultimate Toolkit**