

Tips for a Successful Job Posting

You need to go beyond the basic description and grab the right candidates' attention. Use this guide to write an ad for the position.

Adapted from the book [Finding Keepers: The Monster Guide to Hiring and Holding the World's Best Employees](#) by Steve Pogorzelski, Jesse Harriott, Ph.D., and Doug Hardy. Published January 2008 by McGraw-Hill.

The Job Title

Is the title simply "Associate," "Intern" or "Consultant"? Add a descriptive word to draw the right applicants in to view your job posting. For example, title the posting "Medical Research" Associate, "Curriculum Writing and Teaching" Intern, or "Social Marketing" Consultant.

The Job Description & Qualifications

- A good job description emphasizes what an employee has to achieve on a day-to-day basis and ***how success will be measured***.
- A good job advertisement emphasizes ***why a qualified individual*** should apply for the job. The key is that the candidate ***takes action***.
- Good ads ***inspire the right people*** to throw their hats into the ring by weaving ***the employer brand*** message throughout the necessary information.

Suggested Components:

1. Snapshot of The Job (What the Recruiter Is Looking For)

Start with a job title and quickly state the results you expect: "increase sales at least 20 percent," "delight patients with unexpected service," or "turn 50 percent of new customers into repeat customers."

2. Employer Brand Statement 1 (Including Intangible Benefits)

The next statement leads with intangible benefits of the job, based on your thinking about your employer brand, and tells the candidates what is uniquely in it for them. This can be specific to the job, as in "this superb team needs an innovative leader" (innovation and leadership are key), or to the company, as in "after 40 years without a layoff, XYZ Co. feels like a second family. We care about each other and our communities."

3. Why This Job Is Important

Again, refer to the heart of your employer brand. For example, if "pride" is a key message, tell why this particular job inspires pride: "the home service technicians are the face of XYZ Co. to our customers, and their pride in a job well done is key to our success." A direct statement from the manager here is particularly effective: "the manager of this position is looking for people who take pride in their work, their company, and themselves."

4. Basic Job Information

Responsibilities, tasks, required skills, and experience -- all come from the job description. Ask yourself, "What's really required for the job?" This still allows you to filter responses according to your choice, but it doesn't take good candidates out of the running. If a quality is preferred but not required, say so.

5. Tangible Job Benefits (Salary, Benefits, Etc.)

Statements like "we offer competitive salary and benefits" are boilerplate, and candidates expect them. Unique tangible benefits can liven this up a bit; for example, if you have a membership deal with the local gym or day care center, say so.

6. Employer Brand Statement 2

Reinforce the heart of your employer brand. If candidates have read this far, they are interested. Now raise the emotional stakes by telling the skilled candidates why you really, truly believe this is the best organization they will find. Think about the poised candidates, who are now judging their current reality with a fantasy of working with you. Before you call them to action, talk about a benefit you offer that they should leave their current jobs to have. For example: "Just as we believe in constant improvement in our products, we insist on constant growth for our people, and so we offer every employee tuition reimbursement, adult education classes, and on-site management training."

Application Instructions – Call to Action!

Outline clear instructions for candidates on how to apply, what to include, and where to find answers to their questions. (Should they call? email? look online?)

- If you're really treating applicants like customers, think about them being online, reading your ad, two clicks away from your competitors' job listings. ***What can you promise (and deliver) that's different?*** An instant reply and a response within a week -- either "No, thanks" for unqualified applicants or a phone call to good prospects? How about a response within three days? Is that promising a lot? Yes. Does it make you different? Yes!
- Be sure to include a call to action to "***find out more*** about XYZ Co." Direct candidates to a section of your organization's Careers website, thanking them for their interest in careers at your company. If you send them to the corporate home page you won't control the employment-branding message. You want to capture their interest in working for your company before sending them on to study the nice shiny products or services on the rest of your site.