WRITING ENTICING JOB POSTINGS AND DESCRIPTIONS

Creating Job Postings and Descriptions to Attract Your Ideal Candidate

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45.0°N 81.3°W

Job Posting vs. Job Description

A job posting is NOT a job description or task list. They each serve a different purpose. A job posting is the first contact you make with candidates to get them to engage with you.

TAILOR YOUR JOB POSTINGS TO THE AUDIENCE

Consider the demographic you are trying to attract regarding relative language, key details, and the posting outlet.

JOB POSTING CONSIDERATIONS

✔ Stick to traditional job titles

✔ Sell your Companys' culture and value propositions

✔ Eliminate acronyms and abbreviations

✔ Avoid jargon, buzzwords, legalese, cliches and slang

✔ Proof read your posts

✔ Make it mobile and social media friendly

Job Descriptions

Writing job descriptions is an important step in planning your staffing programs. Job descriptions should give a brief overview of the role, how it relates to your company vision, an overview of key responsibilities, requirements and qualifications.

FORMATTING GUIDE

- ✓ Job title with an engaging opening line/statement to capture attention.

- ✓ Speak to how you stand out: culture, fun facts, accomplishments, etc.

- ✓ Highlight key responsibilities of the job – primary and secondary. Avoid "nook and cranny" tasks.

- ✓ Reporting relationship, location, and hours of work (FT, or PT), and physical demands.

- ✓ Be clear about how to apply and application deadlines.

COMPENSATION

Consider sharing compensation range for the job. This will help control the time spent with candidates who may not be open to job wages and manage compensation expectations prior to the interview process.

Get Creative to Attract Talent

01   MAKE IT REAL

Candidates are more likely to engage with a potential employer they feel a connection to. Showcase your people, a day in the life, the workplace culture, make it real.
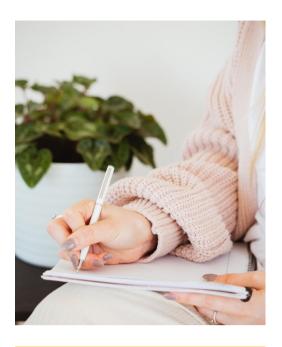
02   POSTING METHODS

Rethink the conventional online job boards. Using different social media platforms, and different styles of social posts can be very effective. What method makes the most sense for your ideal candidate?

03   PROACTIVE RECRUITMENT

Offer open houses, meet and greets with current staff, and other fun networking events to allow potential candidates to see what you're all about.

04   NETWORKING

Connect with local community groups, high schools and colleges, and piggyback on existing events to get in front of ideal candidates.

PRO TIP

Work one-on-one with your local business enterprise center to create tailored workforce and recruitment strategies.

Your local small business development consultants are here to help guide you every step of the way from organizational structure, developing job postings and descriptions that engage your ideal candidates, and how to create successful recruitment campaigns.

BOOK A CONSULT

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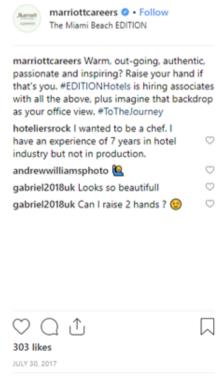
Example 1:
Job ad highlighting perks

The job ad: Hotel Associate
The company: Marriott

Why we like it:

We love this short and simple, yet highly effective Instagram job ad by Marriott. This job ad starts by calling out its perfect candidate - warm, outgoing, authentic, passionate and inspiring.

Source: TalentLyft

"A Fin Al Avvv Won Moh Befaw Ah Go Ome."

IF YOU'RE AN EXPERIENCED BARTENDER AND YOU CAN DECIPHER THIS BABBLE, WE'D LIKE TO HEAR FROM YOU.

Walk-in interviews from Monday 20th to Wednesday 22nd April from 2pm till 5pm at Dallas Restaurant & Bar, 31 Boat Quay, Singapore. Singaporean and PR only. Applicants may also apply via email at admin@dallas.sg or call 6532 2131. *(Those lacking a great sense of humour need not apply).*

www.dallas.sg

Example 2: Humorous job ad

The job ad: Bartender
The company: Dallas Restaurant & Bar

Why we like it:

We love this job ad because it perfectly targets its ideal candidates – experienced bartenders. It uses professional insight and a joke to attract their attention and make them laugh.

Source: TalentLyft

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Example 3: Job ad with infographic

The job ad: Talent Acquisition Manager
The company: IBM

Why we like it:
We love how IBM transformed their ordinary, boring textual job ad into a stunning online infographic.

Source: TalentLyft

Example 4:
Coded job ad

The job ad: Software developer
The company: Verizon

Why we like it:
We love this coded Instagram job ad by Verizon. They used a graphic to pose a challenge for their target audience in a playful and daring way.

Source: TalentLyft