# Writing a Compelling Job Posting

### 1. Use a descriptive job title.

This is an important part of your job posting. Applicants like to know what their job title will be. Let the job title promote the position. For example, use Gift and Garden Store Assistant Manager instead of Campus Operations Professional 1. Or use Director of Accounting Services instead of Finance Director. However, be careful not to overstate or inflate the title.

### 2. Add an emotive introduction.

This is a single paragraph that gives three to five details applicants will find most exciting about the job. It is similar to the lead paragraph that newspapers use to hook you into reading the full article. Make sure the language is welcoming and inclusive of diverse audiences.

### 3. Tell your department story.

Provide information about your department that applicants want to know. Consider things like:

* What it’s like to work there
* How long employees stay (if this shows that people stick with you)
* Interesting challenges or projects within the department
* Any equipment that applicants will be excited about
* Awards, accolades, and work culture facts that will interest them

### 4. Really sell the position.

Rather than the typical laundry list of requirements that are essential to the job, try to limit the job posting to the required qualifications and only highlight the preferred qualifications that make an applicant successful. Also provide information on work hours, pay, education opportunities, benefits or perks, and anything else applicants may find interesting.

Job postings are intended to be a snapshot of the full position description. It is important to briefly detail exactly what skills are required for the job, but spend more time selling applicants on why they should join your department and the University. You’re competing against many companies, so it is important to show what makes the University and your department unique. Focus on what makes your opportunity special, and dig into the reasons why the job matters.

### 5. Spell out the application process.

Detail everything from when they first apply to when they get hired. Applicants want to understand the process and know "what happens next."

### 6. Get feedback from others.

Treat the job post writing exercise just as you would any other important piece of University or department marketing. Get several people to read it and give you honest feedback. Make sure you have fixed any errors before you post the job so it reads well and generates interest.

 Office of Human Resources

# Job Posting Template

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| **Working Title:** (Use a descriptive title that will be familiar to candidates outside of the University.) |
| Click or tap here to enter text. |

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| **1. About the Job** |
| Click or tap here to enter text. |
| **DUTIES:** (Use bullets for easy reading; avoid acronyms.)  Click or tap here to enter text. |
| **2. Qualifications** |
| **REQUIRED:** (Keep it to the required qualifications.)  Click or tap here to enter text. |
| **PREFERRED:** (Here you can highlight those that make an applicant successful in the position.)  Click or tap here to enter text. |
| **3. About the Department** |
| (Keep this to 2–3 sentences at most.)  Click or tap here to enter text. |
| **4. How to Apply** |
| (If your position does not require it, do not require a cover letter.)  Click or tap here to enter text. |
| **5. Background Checks** |
| Click or tap here to enter text. |
| **6. Diversity** |
| Click or tap here to enter text. |