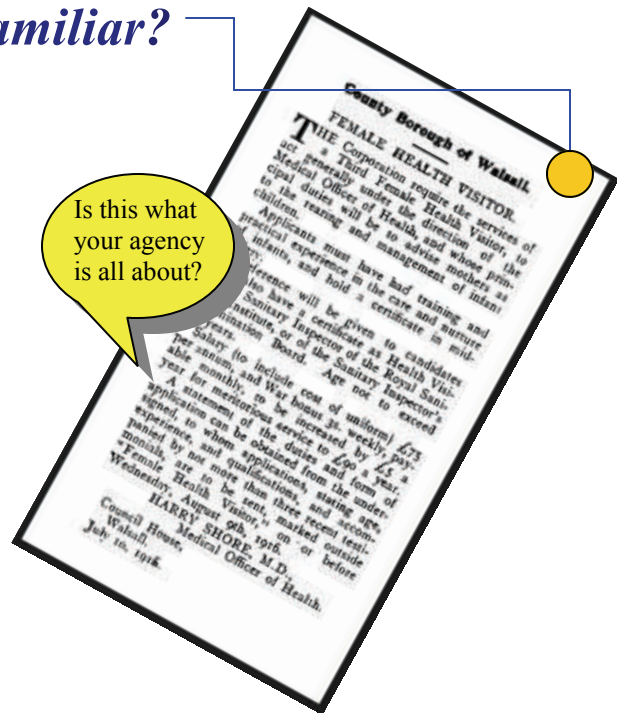


## >> WRITING EFFECTIVE ON-LINE JOB POSTINGS <<

### *Does this look familiar?*

When you're running an ad in the newspaper, you're limited on space and need to make the most of the dollars you have. Posting your ad online opens up a world of opportunities for you to create an engaging and informative job posting describing exactly the type of person you're looking for, while also providing the candidate with as much information about your company, its environment and the nature of the work that is being done. In today's online world, few employers take the time to post advertisements that are engaging and explanatory. Instead, they simply post a bulleted job description. Here are some tips to help you stand out from the crowd and recruit the best, most qualified candidates for your jobs today. Putting the best online ad out there will yield great responses and a stronger workforce for your agency!



### Getting Started

#### *Use an Appropriate & Catchy Job Title...*

If your position title is truly Clerk 4.2a1, (ok, that's a little out there, but you get the point) **think about spicing it up a bit** so that candidates will be engaged with your position immediately. Does "Receptionist Wanted..." or "Seeking personable & dynamic Director of First Impressions..." leap out at you?

### Job Description

#### *Who Are You?*

Start your job description with a brief introductory statement about your Agency. Tell the candidate the name of your company and what specifically your company does. Think of this as **your opportunity to spark some interest in the candidate** beyond a generic interest in the job title. After checking the minimum requirements, will they want to submit their application? Why?

#### *What Position Are You Hiring?*

Finish your statement about your Agency by reiterating what position you are hiring and the reason. Is it due to growth, recent promotion, etc? This will accomplish a few things. First, it will let the candidate know whether or not your agency is in a growth mode, whether there is advancement potential and whether or not the pace of your company is going to be a good match for their work style. Restating the position title **will also help your job posting appear in more job searches on the site.** The more frequently your "key words" appear, the more relevant your job posting will be in a job seeker's search.

#### *What will this position do, day-to-day?*

Most job descriptions have a least 1 to 2 pages of job duties and responsibilities. When you're drafting your job posting **be sure to include the top five most relevant duties** and indicate that the position may include other duties as

defined by the scope of the position. Feel free to bullet out these duties so that the job seeker can scan for them if they choose to do so. And, do your best to [make the description engaging](#). In listing job duties, be sure you are also expressing the expectations you, as the employer, have of the individual who will be filling this role.

### *It's Time To Motivate! What's Cool About Your Agency?*

Every Agency has something that makes it a cool place to work. [Make sure you're telling your candidates why they should apply for your position!](#) Your cool factor may be one of your benefits, it may be your office location, or it may be an employee's ability to bring their dog to work. Whatever makes your company cool, share it!

## Skills & Requirements

### *On to the details...*

If you're looking for the most qualified candidate, listing the basic requirements simply isn't enough. Go beyond the high school diploma or college degree and create a bulleted list of the background, skills and knowledge that your ideal candidate will possess. [This is your wish list.](#) Start with the highest priority and work your way down to the "nice-to-haves, but-not-requireds." Providing as much detail as possible will encourage those candidates who most closely meet your needs to apply, and will hopefully alert those who may not be qualified to continue their search.

## Important Notes

### *Sell 'Em Some More...*

Use additional important notes to let the job seeker know what benefits you're offering them. [Many are motivated by unique benefits they may not find elsewhere.](#) Take the time and space to list your benefits so the job seeker knows what you do and don't provide.

Highlight the unique benefits that are not usually found elsewhere!

### *Provide Clear Direction...*

If the job seeker needs to provide you with additional details about their background, a portfolio, etc., list those details here so that they will know what is expected of them.

## Pay Range & Comments

### *Don't Be Afraid to List a Pay Range...*

You don't need to be specific about the salary or hourly rate of the position. However, offering a [pay range will help you qualify candidates](#) so that you do not have over-qualified candidates applying for your positions or an hourly candidate applying for a high-end exempt position. You may enter a minimum or maximum salary/hourly rate or enter the full range of the position.

## Online Whiz-Bangs & Other Features

### *Or, How to Attract a "Real World" candidate...*

Don't under-estimate the tech knowledge of current job seekers! Generation X, Y, Millennials (or whatever else the current terminology is) are savvy when it comes to technology. In order to attract top candidates you have to [at least demonstrate your own whiz-bang skills.](#) Use all of the features offered by your chosen online posting company - auto responders, auto screeners, avatars (you'll get to know them soon... real soon!) and virtual interviewing capabilities.

But with that said, [let's not forget our own business manners](#) - which is more and more a seemingly lost art! Tie your Agency's manners to the whiz-bang! Use auto responders to acknowledge receipt of an application, etc. Now... when's the last time that happened to you? Business manners and Whiz-Bangs can co-exist! Happy Recruiting!