

Tips For More Effective Job Postings

Your job description is competing with so many others that in order to snare the potential “perfect candidate” you have to capture their attention within seconds, or they will be moving on to become someone else’s candidate. When posting your job online, you don’t always have complete control over the formatting, but you can learn how each job board shows your content and follow some simple tips to make your ad the most compelling it can be.

BE CONCISE. The average job seeker spends fewer than 30 seconds reviewing a job posting. Though it’s crucial for candidates to understand the role and expectations of the position, brevity is the key to capturing their attention. Keep it brief by highlighting only the most important and unique pieces of information.

MAKE IT EASY TO READ. “Walls of words” decrease the chance that your description will be read. Choose bullets over long sentences when listing job requirements, desired skills, and benefit information. Use headers to separate content and have someone else review it and give you feedback about readability.

SET CLEAR EXPECTATIONS. Include potential deal-breakers, (such as significant travel time or potential overtime hours), as well as success factors. Setting clear expectations with candidates from the beginning will save time in the recruiting process and get a better fit in the end.

START WITH THE IMPORTANT STUFF. With so much to say, location of text is everything. Put the most important information at the top of the ad, followed by pertinent details about the role itself. The most engaging and interesting content should fall “above the fold” to capture candidates’ attention and compel them to read further.

CHOOSE RELEVANT JOB TITLES AND KEYWORDS. Optimize your job titles for search, and save the fun, creative stuff for the description itself. The right keywords will also serve to optimize your job posting for search engines like Google.

ENVISION THE RIGHT PERSON FOR THE JOB. Write the job ad with that person in mind. If you’re looking for an ultra-professional fundraiser, you might write the ad differently than if you’re looking for a laid-back technology person.



DON'T IGNORE COMPENSATION. Salary plays a major role in a candidate's decision to accept a job offer or even apply, so if you know you offer competitive compensation, say so. If you don't, talk about what you can offer instead in terms of benefits or culture.

DON'T FORGET TO SELL. Include engaging verbiage in your ad that answers the questions: "What will candidates love about this job?" and "What do employees say they love about your organization?" You'll be able to speak to your audience and get the right fit.

DON'T TRY TO BE SOMETHING YOU'RE NOT. Be honest about who you are as an employer and what your culture is like, and the wrong candidates will weed themselves out, making the right candidates that much easier to spot.

DON'T LEAVE OUT POTENTIAL DEAL BREAKERS. If a job requires lots of travel, for example, make sure you communicate that, as it could factor into a candidate's decision to apply for the job. Giving candidates the information they need to rule out a position will save you time as well.

