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## How To Write An Effective Online Job Posting

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*"An effective job posting saves time and money by driving the best and most qualified candidates to you fast!"*

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# Effective Job Posting Essentials: Save Time & Money

The following is a simple guide to help you write effective Internet Job Postings. Use these tips, and you've accomplished a very important part of finding your next top recruit.

## 1. Job Title

This is one of the most important sections of your ad. Why? The title is one of the first things a job seeker will see. In most career sites, when a job search is performed a list of results is returned – usually containing company name, location and job title. What differentiates your posting from the hundreds of similar jobs? If you are going to attract candidates,

### **YOU NEED TO GRAB THEIR ATTENTION.**

Do this by writing creative job titles. For example instead of writing just Bridge Carpenter, try Bridge Carpenter, Bonuses or Truck Driver, Best Trucks, Best Boss. These job titles will stand out and attract a higher response than plain job titles. Try it for yourself. Post the identical job but choose different job titles, then track which add drives more resumes.

## 2. Company

Provide insight on your organization including:



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- Brief description of the organization.
- Products and/or services your company provides.
- Define your corporate culture, but don't get wordy.
- What type of training and career path they can expect. Give them a little something here.
- Why your company is a good place to work. They like this.
- Even if your company is widely known, you should include this section. Providing this information is helpful in "selling" your company to candidates.

### **3. Job Description:**

Road/Bridge professionals want to know what they will be "actually" doing on this job. Give them real information including:

- Overview of the responsibilities.
- General scope of work.
- Will they be part of a team, managing a team, or working independently?
- Reason for opening? (Growth, great new project etc.)
- Role the position and department have within the organization.

When the job seeker is finished reading this section they will have a mental picture of the type of work they will be doing.

### **4. Requirements or Qualifications**

Outline skills required for this position. Differentiate between the actual required qualifications and the "nice-to-have" skills.

- List requirements and the desired or minimum number years of experience.
- Work experience.
- Education or certifications needed.



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- Soft skills (Examples: time management, organization skills, leadership, communications skills, willingness to travel, etc.)

It is easier to read if these qualifications are in a list or bullet format. Helpful hint: If you are cutting and pasting your ads into on-line job posting forms, use dashes (-) or asterisks (\*) rather than bullets. Most online forms have trouble converting word processing bullets into HTML.

## **5. Tell Them How To Apply**

Few career sites have electronic application forms for candidates to fill out during the application process. This method is absolutely most desirable because submitted information will have more integrity (i.e. "required fields") and be in a searchable and indexable format for your record keeping.

Your next best option is to follow the submittal process your career site offers like "having candidates email resumes to a unique identifier address they set up for you." Those emails will then get forwarded on to you with the attached resumes.

If there is no other option, you'll end up having candidates applying directly to your internal email address like [resumes@mycompany.com](mailto:resumes@mycompany.com). Receiving applications and resumes in this fashion will create new silos of information in your firm. Emails will end up in someone's inbox folders. Applicants may be deleted or lost. Your company is likely subject to many rules and regulations requiring storage of applications and tracking of data related to applicants. Don't get caught off guard. Push applicants into a replicable system that mitigates risk, shares knowledge across your enterprise, and provides easy access to data for years to come.



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## 6. Keywords

This section is critically important. In each of the sections include industry terms/keywords and incorporate them in the ad.

It's more effective to have a separate section for keywords. List the common words individuals might search. This will significantly increase your response ratio or the likelihood your job ads will be listed.

Example: Your job posting is for Project Manager.

Keywords: Concrete, pavement, asphalt, roads, highways, bridges, construction, transportation etc.

## 7. Some Key "No-Nos"

- Leave the ad gender neutral - "We're looking for hard working men".
- Don't discriminate on appearance - "Can't have any tattoos or piercings"
- Can't specify a certain age - "We are seeking young people between the ages of 25-32".
- Don't require a valid drivers license if the position doesn't require operating of a vehicle.
- In a "right to work" state? You cannot require candidates to join the union to be employed.
- Or the reverse - "We are looking for non-union individuals".

If you create your job posting with these things in mind you'll have a much more relevant and targeted response. There's nothing more frustrating in today's job market than receiving 10x the volume of applicants you need...when few if any are real *candidates*.



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Spending the time upfront will pay dividends down the road. Keep building.

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If you have any questions about this white paper or would like to ask more specific questions, we'd love to help you succeed.

Sincerely,

Bryan May

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