



The purpose of a job posting is to attract the most qualified candidates to your company. The problem with most job postings is that they are good at providing information (job title, duties, qualifications and expectations) but terrible at enticing candidates to want to apply.

Think about it this way; how many terrible resumes have you had to sift through? Have you often complained about the poor job many candidates do in terms of marketing themselves to employers? How is a boring, non-engaging job posting any different? If you want to attract the best candidates, you have to market effectively to them and make sure they notice you over your competitors.

### **Think like a job seeker**

What do most people want? A competitive salary, opportunities for advancement, to work productively and be part of a positive work culture. Traditional job posting explain what opportunities are available but not why anyone should care. Survey your staff and ask them why they like working for the company. These positive features of your company should be worked into your job postings.

### **What are you looking for?**

Consider doing a periodic overhaul of your current job descriptions. Are the skill sets you used to value still relevant? Are they realistic? Are you willing to stretch your expectations to consider how skill sets you have not considered in the past may give your company a competitive edge in the future. Study your best employees. What skills, personalities, creativity and interests make them so valuable?

### **Clearly communicate what you are looking for.**

Every industry has jargon, but don't assume everyone is familiar with it. Some candidates can feel too intimidated to apply because they are not clear on what you are talking about. Many more won't even bother to try to find out and will skip to another posting that is direct and clear in its message.

Be honest in how you explain the job duties and what the expectations might be. Transparency breeds trust.

### **Use appropriate advertising mediums**

Understanding how social media and marketing works is vital to having the right audience and attracting the right people. Are newspaper ads going to properly target youth? Probably not. Is Snapchat a good strategy to find your next CEO? Not likely. Find the communication mediums your target audience frequents and don't just go there, go there with the right messaging and lure to attract the best candidates.

### **Get help**

There are many resources on the internet and specifically in job posting sites that provide tips on posting a great job ad. Visit <http://www.nbjobs.ca> for more information.



**[Company Name and branding (logo)]**

**[Position Title]**

**What are you offering?**

Brief description (1 sentence) of what the job is about. [What are the best 3-5 reasons that a person would want to work doing this job specifically for your company. This is your chance to promote the best aspects of your company and why this particular position is an exciting one. Keep this whole into to a paragraph and be as succinct as possible]

**About us;**

**Why should I work for you?**

[Company name] is [detail about your company candidates will like] and [second detail about your company] and is known for the great care we take with clients and employees alike.

- Our company [detail about your business candidates will like].
- We believe in [something your company believes/your company's mission].
- Location

**Requirements;**

**Are my skills a match?**

[A short bullet list of the most essential requirements such as;]

- Education
- Required technical skills
- Required non-technical skills
- Language requirements
- Job specific details (physically demanding, shift work)

**Responsibilities;**

[A short bullet list of key responsibilities for this position. Make sure they match or appeal to the required skill sets you are seeking].



**Benefits;**

**Is this opportunity worth it to me?**

- We offer [Financial benefits (specify wage). Include details of added bonuses or pensions].
- We also offer [Health and wellness. Things like medical plans, gym discounts, cultural diversity].
- And, [any additional benefits that “sweeten the deal” such as positive working environment, flexible work hours, professional development, opportunities for advancement, social/corporate responsibility that gives back to the community]

**How to Apply;**

**I’m interested. What do I do now?**

- Method of applying (email, on line application, etc)
- Any required documentation beyond resume/application
- Contact person (preferred method and frequency of follow-up)
- Application deadline

If your company has the capacity to offer open houses, informational interviews or online interactions with you company, this would be a perfect place to include that information. The more welcoming a company appears, encourages more engagement with potential candidates.

**Notes;**

The questions in grey are what job seekers are trying to evaluate as they read through job postings. If your information can answer the question in each section very well, you have created an effective job posting that should attract attention and encourage qualified job seekers to apply. Market to job seekers the same way you do to your customers.

For additional tips, strategies and support, contact a PETL Program Consultant through your local Employment Development Office;

[http://www2.gnb.ca/content/gnb/en/departments/post-secondary\\_education\\_training\\_and\\_labour/People/content/employment\\_development\\_offices.html](http://www2.gnb.ca/content/gnb/en/departments/post-secondary_education_training_and_labour/People/content/employment_development_offices.html)