



Effective Job Posting

The best way to attract the best candidates who have right skills and expertise for your job is through a well-written and thoughtfully crafted job description. Here are some specific tips:

Write an informative and appealing company description

- Include information about your company within the body of your job posting, or under shortcuts in CareerLink click on 'post a company profile' and fill in the 'overview' field. Students can view the company's profile from the posting information.
- Job seekers are interested in the size, location, history, work environment, and ownership of companies that they are considering. Job seekers are also particularly interested to know about the company's Corporate Social Responsibility, workplace culture, and the benefits of joining the company.
- To make your company more attractive, make sure to broadcast widely how your organization contributes to the community. Additionally, think outside of the traditional compensation and benefits, and consider offering other incentives to attract workers, such as...
 - Paid day off on birthday
 - Staff lunch/BBQ once per month
 - Flexible work hours (start/end times)
 - Remote work options
 - Company cell phone that can be used for personal use

Select a good job title

- This is the first thing a candidate sees in relation to your job posting. A good title may get candidates to view your posting, while a vague or inappropriate one will usually cause them to dismiss it. Avoid internal titles or jargon possible traditional or familiar job titles.
- Remove special characters such as *&!;"'().



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- Use both the full word and the abbreviation, as relevant

Example: Certified Public Accountant CPA

- DO NOT USE ALL CAPS. The use of all caps is more difficult to read and comes across as unprofessional.
- Capitalize the first letter of each word in the job title.

Write an easy-to-read job description

- Write your job posting from the angle of “here’s what I can do for you” and “here is why you want to work with this organization”. Answer the “what’s in it for you” question.
- Describing your job in a clear and concise manner increases the number and quality of job seekers you receive. Include the basic job duties the candidate is expected to perform so the candidate has a clear idea what it is they are applying for.
- The more relevant information you provide, the more likely you are to attract qualified candidates.



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Qualifications

- Include any required specific skills, computer software proficiency, certifications, industry experience, education (degrees, GPA)



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Must be able to lift 50 pounds.	Moves equipment weighing up to 50 pounds.
Seeking able-bodied individual.	No replacement. Avoid completely.

Bending and crouching under desks to

Table credit: [Monster](#)

Salary Level

- Provide a salary level or a range, candidates are more likely to apply if they have an idea of the salary range (according to a [May 2022 article on CBC](#), Indeed Canada reports that companies that post salary information receive up to 90% more applicants).

Fill in the optional fields

- While a number of pieces of information are purely optional, it is usually in your best interests to fill everything out. The more information you can provide possible candidates the more likely to get a response.

