



EMPLOYER | RECRUITER SERVICES

Job Posting Tips

Instructions for Writing Job Postings

An effective job announcement presents the relevant information in a clear, organized, and understandable manner. Additionally, it uses language that is promotional so as to attract good candidates. The typical job announcement should contain the following components:

Name of Company: To avoid posting a “blind” ad, it is necessary that the name of the company be clearly disclosed. The company’s name may be accompanied by such details as a DBA (Doing Business As) or an AKA (Also Known As) notation, physical location or address, and website address.

Type of Business: What line of work is the company engaged in? What industry? What products or services?

Job Title: The title of the position should be clearly stated. For better response, the job title should be descriptive rather than generic. An additional notation might indicate whether the position is fulltime, parttime, temporary, or an internship.

Job Description: The duties and responsibilities of the position should be summarized. An organized overview of the job functions should be itemized and concise but not detailed. The description should state typical tasks and expectations and generally describe what the candidate will be doing on the job.

Qualifications: The job qualifications and technical requirements of the position should be itemized in a concise manner, including such factors or prerequisites as education, experience, skills, proficiency, and personal traits.

Education - Degree, academic major, coursework, training, grade point average.

Experience - Type of previous work, type of previous work setting, previous activities, length of service.

Work-related skills - Business, managerial, administrative, financial, sales, organizational, interpersonal.

Technical proficiencies - Computer skills, language skills, engineering skills.

Personal traits - Self-motivated, responsible, mature, outgoing, quick learner, team player, ambitious.

Key words - It might be necessary to state qualifications in terms of the sought skill level or extent of experience by using descriptive verbiage (required, mandatory, desired, a plus, familiarity with, proficiency with, extensive, thorough, strong, excellent).

Optional Notes: It may be necessary to include a note regarding citizenship requirements. To enhance the attractiveness of the announcement, an ad may include a brief description of the company and references to the training schedule, advancement potential, salary, and benefits.

Contact Information: All ads should include the name of the person to contact for more information. Contact data may include mailing address, telephone number, and/or e-mail address.

Note:

Job announcements should not include any discriminatory language. It is inappropriate, unethical, and in many cases illegal, to solicit candidates based on features such as race, gender, sex, nationality, ethnicity, age, orientation, identity, religion, or political affiliation.

Job Posting Template

Name of Company: _____

Job Title: _____

Job Description: _____

Qualifications: _____

Optional Notes: _____

Contact Info: _____

Job Posting Sample

Company: Aardvark Company

Position: Store Manager

Job Description: Oversee business operations, supervise staff, coordinate sales, and ensure effective customer service. Responsible for staff training and development, inventory control, merchandising, and sales reports.

Qualifications: Bachelor degree in management and 2 years managerial experience required. Experience in sales and customer service desired. Proficiency with HR functions and inventory control helpful. Strong supervisory and administrative skills needed.

Notes: Potential for advancement to District Manager. Annual salary range: \$60-80 K. Benefits include medical insurance and employee discount.

Contact:

Joe Smith, Regional Manager

Aardvark Company

123 Corporate Blvd, Atlanta, GA 30303

(404) 555-5555



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