

## Tips for Posting Jobs

1. **Skip the job number!** Take all the internal numbers and lingo that don't mean anything except to your organization OUT.
2. **Use multiple "keywords" in the body of the ad.** When a candidate searches for a job, you want your job to show up in their search.
3. **Know what you have to sell.** Sit down and talk to hiring managers and employees about why they like working for your organization and use those words (sometimes even their testimonials) in your ads.
4. **Use current marketing campaigns.** Ask your marketing team to help you design a recruiting campaign. It is as important as a marketing campaign.
5. **Post jobs on your own website.** You will have less competition for talent than on a job board, and your jobs will be more likely to come up in a search.
6. **Be better than your competition.** Look at how your competitors are describing the jobs they have to offer. Make your ad better!
7. **Make the title catchy.** Don't use internal titles – use a title that will translate in the work world.
8. **Include your 5 "must haves".** Make sure to include the top five competencies that are necessary to do this job. Don't post the job description!
9. **Make it clear you "speak their language".** If you are appealing to young people or technical professionals, ask for advice from the peers of the people you are trying to recruit.
10. **Get excited about the work you have to offer!** Great ads describe great jobs that top people in the field want to do – learn new things, work for great people, create new models and processes.