

What to include in the job posting

Marketing this is where employee engagement starts; take advantage of this opportunity to describe the workplace environment and culture, and to showcase any incentive programs in place designed to support the well-being of employees.

Job Profile succinct, brief but clear; poorly constructed job descriptions may result in mismatched expectations and misunderstandings as to what the job involves.

Accountabilities the duties, responsibilities and tasks associated with the job; short descriptions simply worded will avoid confusion for job seekers.

Requirements critical to screening processes; training, education, knowledge and/or skills required to do the job are listed here; equivalencies need to be clearly articulated in a logical way. For example, a two-year diploma with two years of work experience may be considered equivalent to a bachelor's degree.

Additional preferences other skills, knowledge and experience not required for the job specific but that would be an asset to the role and could influence the final selection process.

Other information important to include specific conditions that need to be met to fulfill all of the responsibilities associated with the job; it is critical to list them in the job posting. For example, if the position requires working away from home, or for long hours and/or nights shifts. This is also true for jobs that may be physically taxing (i.e. standing for prolonged periods or lifting heavy objects). Note, these may be deal breakers for job seekers and so they need to be included in the posting.

How to apply and any other instructions job seekers need to know; what to include (application, resume and/or cover letter), where and how to send it. Finally, include a point of contact (i.e. the Human Resource or hiring manager).

Recruitment & Retention: job postings

sample structure

ORGANIZATION NAME

logo | branding

► Marketing

Information about the organization including the location, the type of business or operation, what makes it an ideal place to work (workplace culture, environment, vision, mission). This is the opportunity to sell the position, but also the workplace itself. What makes it such an appealing place to work? If there are benefit packages (conventional or unconventional), flexible work schedules or other perks, draw attention to them right away and mention them sooner than later for more impact.

► Job Profile

Job title, where it is situated in the organizational structure, the purpose of the position and a broad description of responsibilities

► Requirements

Job requirements the knowledge, skills and experience required to the job; this includes certifications, designations, the minimum numbers of years of experience and/or related education:

- Red Seal Electrician plus two years of related work experience

Acceptable equivalencies should be listed here too:

- Bachelor degree plus two years of related work experience; or,
- Diploma plus four years of related work experience

Preference statements cue the job seeker as to what kind of related training, certification or experience, though not required, may make them a more competitive candidate

► Conditions

Conditions of the job or the workplace should be disclosed in the job posting (i.e. shift work, physically demanding work, position requires travel and/or own car)

► Details

Point of contact, how to apply, what should be included in the application package and deadlines

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Job Posting Checklist:

- the job posting has a clearly defined job profile and job description
- all the conditions of the job are included (i.e. shift work, travel requirements, physical aspects etc.)
- the job requirements, the skills knowledge and experience required to do the job, and all acceptable equivalencies are clearly laid out
- any requests for additional preferences (training, certifications, experience or education) are factored into the screening process in a fair and consistent way
- information on how to apply for the job is included
- what should be included in the application has been made clear (resume, cover letter, certifications, application form)

Things to consider in advance of posting:

- initial screening is based on meeting the minimum job requirements; secondary screening(s) are more flexible but follow fair and consistent practices
- the assessments match the skills, knowledge and experience to be tested
- the interview style matches the desired outcomes of the process