

How To Create Job Postings that Attract the Great Talent



Creating a job ad that attracts qualified candidates isn't easy. With today's lukewarm job market and the approaching holidays, many job seekers are starting to take a break from their job search until the new year. However, now is the ideal time to add new approaches to attract and hire top talent. Here are some tips and strategies to include in your job postings.



Don't Rush the Process too Much

While there should be a sense of urgency when hiring, rushing your work can cause mistakes. You might forget to include a specific skill or qualification vital for the job. Or you might accidentally post the wrong salary range, and you may not notice until it's too late. If you need to create a job posting, take your time to think through the verbiage and ensure it includes all the necessary details. Make sure you proofread before posting it. Better yet, have someone else proofread it as well. Although it is essential to fill a position quickly, a posting should be carefully written because the aim is to attract the most qualified candidates who will work out well for your organization.

Spend Time on the Job Description

Your job postings will be ineffective if the description is unclear or doesn't represent the position accurately. The best job descriptions are broken down into specific requirements and responsibilities. Example: "years of experience" does not belong next to "day-to-day office responsibilities." Also, job descriptions should match the language that you feel is most appropriate for the type of candidate you are trying to reach. Try to be more formal when targeting professionals and more casual when targeting people interested in exploring a new career. In addition, a company description should be included as well. This could be in the form of a vision statement, mission statement, or just a simple overview of the company's purpose. Aiming to create a compelling but accurate summary of your company that can be consistently be applied going forward.

Continued



Workforce Solutions

HELPING PEOPLE SUCCEED.

egnow.com

How To Create Job Postings that Attract the Great Talent



Monitor the Metrics

Creating job postings that convert must catch the applicant's attention. Focus on metrics like view, clicks, and conversations.

To optimize views, make your posting search friendly. Look at different networks and job boards to see how keywords could affect your results. Optimizing for views will differ depending on the platform. For example, LinkedIn displays search results differently than Indeed—each network is different. Indeed and LinkedIn are both useful tools for sourcing candidates, but it's better to use Indeed when you're looking for a large number of applicants and LinkedIn when you have a more specific job description and need to find candidates with specific qualifications.

To get clicks, focus on the title of your job. Use action-oriented words that would make an applicant interested in the job – however, avoid using any language that would stretch the truth or be considered “click-bait.” A job posting that says only “General Laborer” could get zero clicks, but if you add “HIRING NOW – General Labor” to your title, your post might get more views. Don't be afraid to take risks with the title and test them to see which ones perform the best. Don't be afraid to experiment with the job title and find the one that performs best.

To get more conversions your job posting needs to read well and convey your message – this is why it's vital to write effective job descriptions. Do you understand what the job is about? Does the posting grab your attention? Better yet, take it to someone and ask them to read it. You might have to rewrite some of it based on their feedback.

Post Strategically

To create job postings that attract great candidates, think about where to publish them. A quick online search for the role and industry will help you determine where the job posting might perform best. For example, if a company needs to fill a welding position, search for “welding positions” on sites like Facebook, Google for Jobs, LinkedIn, or Indeed and see if those sites have similar positions and the number of ads. If you notice that one of the sites has a higher number of postings for a job, you might want to post your ad there.

If you want to improve your job postings, spend more time creating a detailed description, pay attention to whether the right candidates are seeing your jobs, and focus on where you're posting. If your organization can make some changes to your job listings to make them more appealing to applicants, you will be in a much better position to attract and hire the right candidates.

About EG Workforce Solutions

We've been in this business for decades and have developed a deep network of professional connections. Whether they're companies looking for talent, job seekers looking for work, or an up-and-coming store in need of some temporary help, we know the right people to bridge the gap between the hiring and the hired.

But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.



Workforce Solutions

HELPING PEOPLE SUCCEED.

egnow.com

©2021 EG Workforce Solutions
Confidential and Proprietary
Not for Distribution Beyond Intended Audience