Posting Better Job Openings

Keep it Simple

Active job seekers are more likely to apply to jobs that they know they are qualified for. Avoid using lingo that is not normally used outside your own company. Focus on the important aspects of the job itself and make the description appealing to applicants you want to apply.

Repeat Important Phrases

Certain studies, including one by Microsoft, show that things need to be repeated several times for a message to be remembered and received. Make sure you repeat several times the exact skills you are looking for. However, be wary of redundancy and length.

Personality Strengths

All company's have different cultures. If your company culture is more outgoing and does things together on the weekends, you might be more inclined to hire someone similar in that aspect. Add in details that would attract the personality you are trying to hire.

Keep it Short

This is by far one of the most important ones. Long job descriptions – no matter how great the information – will lose the applicant. Many individuals looking for a job are already working, and they do not want to sift through your information to see if this job, based off the description, will be a good fit for their future. Keep the necessities in and leave the lengthy fluff pieces out.

Growth Potential

According to a few different trusted sources, the number one reason people leave their jobs was a lack of appreciation. By mentioning growth potential – or how your company recognizes success within the job – you will have a better chance to attract those job seekers that feel under appreciated.

However, these tips will only help you reach a small number of the population who might be interested in speaking with you about your job.

12%

of the population is actively looking for a job

15%

of the population is completely satisfied with their job.

73%

of the population would be open to discussing a different opportunity, but they are not actively applying to jobs.

So would you rather "Post and Pray" or give us a call?