

JOB POSTING GUIDE

How to Attract the Attention
of Qualified Candidates





A job posting is meant to sell a potential job applicant on your organisation and all the benefits that make it a great place to work.

When you're crafting a job posting for a specific role, the job description should be used as a point of reference but should not be included verbatim. Writing a great job posting involves turning a formal job description into a marketing tool that attracts the attention of qualified candidates.

Looking to enhance the success of your job postings?

In this E-Book, Acara outlines how to maximize your organisation's recruiting success when filling open roles. After reading this guide you will know how to write effective job postings that provide your target candidates with the information they crave and need to decide if your opportunity is worth pursuing. We explain how to ensure your postings are unbiased and inclusive, how to promote your employer brand, and we dive into the details of each section of a job posting, including:

- Position Title
- Overview and Description
- Responsibilities and Duties
- Job Requirements
- Benefits, Perks, and Your EVP
- Compensation
- EEOC Compliance

POSITION TITLE

Choosing a title that is clear, industry-relevant, and universally accepted can help enhance the success of your job posting. While creativity can make a job title more intriguing to prospective applicants, be sure that the position title is focused on the right keywords that are heavily searched by candidates.

TIPS

- Be clear rather than clever by using industry-standard language
- Make the title searchable by using relevant keywords
- Describe the type of work being performed—Pharmaceutical Sales Representative is more targeted than a Sales Representative
- Specify the career level if it's a senior-level position. If it's entry-level or mid-level, include the relevant years of experience in the requirements section.

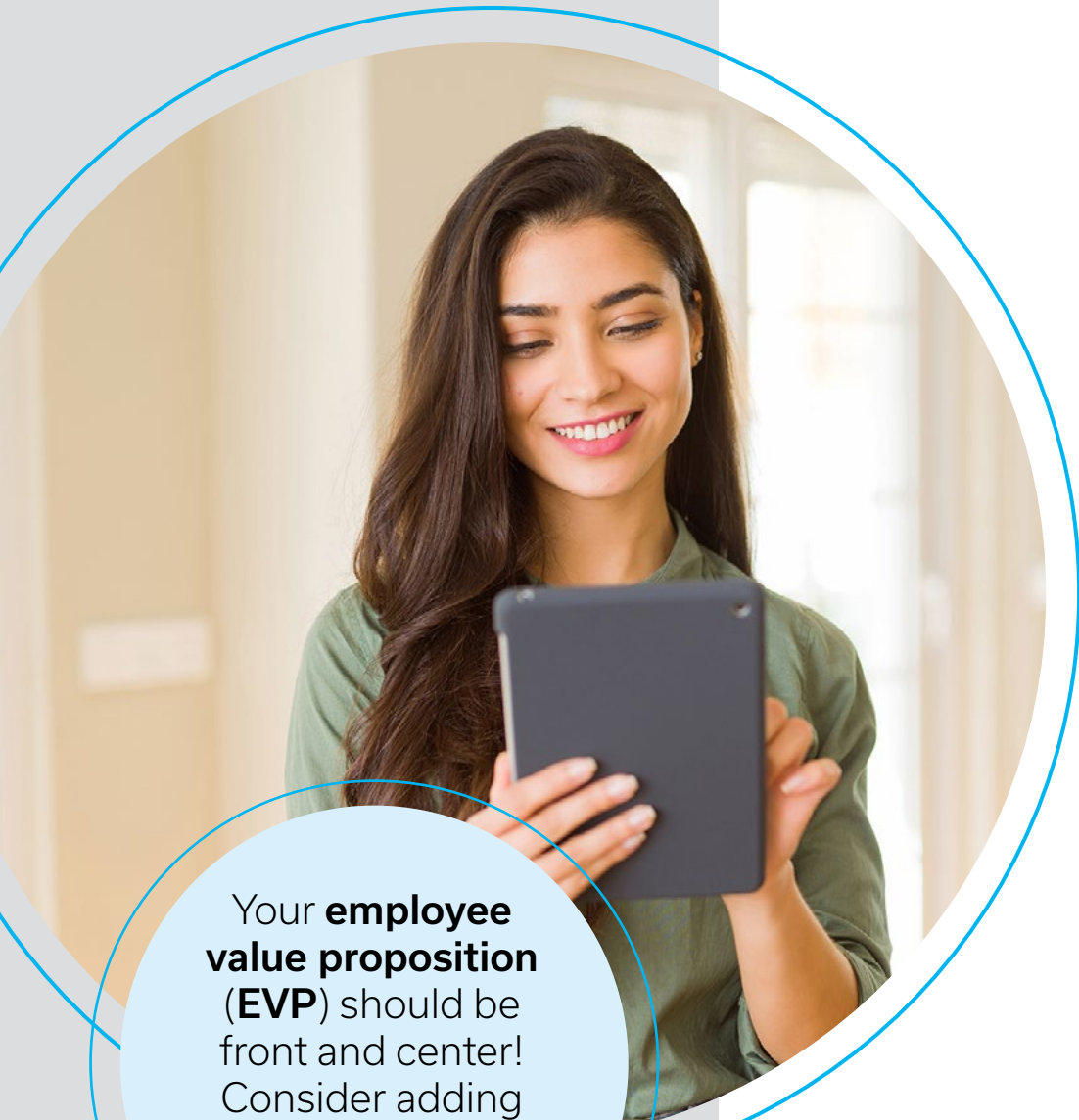


OVERVIEW AND DESCRIPTION

Want to capture the attention of job seekers and pique their interest in the position? Create a “hook” in this section of the job posting that will sell candidates on the opportunity and entice them to keep reading. Highlight the most compelling reasons why the role—and the company—are intriguing to motivate your prospective candidate audience to apply.

TIPS

- Start with a short, engaging overview of the company and position
- Directly address the job seeker rather than saying “the right candidate”
- Write it in a way that helps candidates visualise a typical day in the role
- Describe how the role adds value to your organisation
- Differentiate from your competitors by including a video with the hiring manager or potential co-workers explaining the job and why they like working at your company



Your **employee value proposition (EVP)** should be front and center! Consider adding your EVP to your company overview.

RESPONSIBILITIES AND DUTIES

Providing an understanding of the responsibilities associated with the position can give candidates an idea of what to expect while on the job. Include bullets on the managerial duties, number of direct reports, what a typical day on the job might include, primary day-to-day tasks, and other functions associated with the role. But make sure you're not going overboard—keep things brief and succinct.

TIPS

- Place the most critical elements of the position at the top
- Use bullet points so applicants can scan quickly
- Focus on the candidate: "About you..." or "The ideal candidate will..."
- Define what success looks like in the role
- Use video to bring the role to life



JOB REQUIREMENTS

Are there any prerequisites that candidates must possess to be eligible for the job? From education history and familiarity with programs/systems to previous professional experience and industry-recognised certifications, make sure applicants know the kind of background and knowledge they need to have to be considered for the role.

TIPS

- Distinguish between what skills are required and what skills are preferred
- Consider providing a bullet list of measures of success—"you will know you are successful in this role if..."
- Include deal-breakers such as travel and hiring radius requirements
- Include both hard—education and training—and soft—communication, problem-solving, teamwork—skills
- Rank skills by importance and frequency of use
- Avoid acronyms and abbreviations





BENEFITS, PERKS, AND YOUR EVP

The strength and viability of a company's benefits package are important when job seekers are vetting a prospective employer. Perks like tuition reimbursement programs, childcare stipends, career development opportunities, and other benefits listed in the job posting could help convince candidates to apply.

But your job posting should go beyond just outlining these benefits. Developing an employee value proposition (EVP) will tell potential employees all of the top reasons to work for your organisation. Companies often survey employees to create truly authentic EVPs.

TIPS

- Communicate your corporate personality and story using video, images, or quotes from your employees
- Tell job seekers what's in it for them
- Highlight all the extras your organisation offers and what makes it special
- Promote flexible work hours or arrangements—if available
- Prioritize based on the type of workers applying for the job—graduates, young parents, commuters, remote workers, etc.

COMPENSATION

An integral part of corporate social responsibility is a commitment to honesty and transparency. In the old days, it was almost taboo to discuss compensation with people inside or outside of your organisation. Today, discussing salary openly is much more common and accepted.

A hotly debated topic in the workforce today is whether companies should post annual salaries on open job postings. Communicating salary information on job postings represents a critical differentiator for employers.

TIPS

- Keep in mind that compensation is more than just salary
- Consider providing a salary range to stand out from your competitors
- Highlight a typical salary career path for the position

In most cases, candidates will be impressed by your confidence to disclose this information before they get the chance to interview. It will also help to narrow down the applicant pool—which will save your organisation time and resources. Keep in mind that compensation is more than just salary. Focus on total compensation, such as employee benefits, commission or bonus opportunities, and other company perks.

Salary budgets for employees in India are projected to increase in 2023, mainly influenced by a continuation of the tight labour market and rising inflation concerns.

—[Mint](#)



EEOC COMPLIANCE

To ensure your organisation follows discrimination-free hiring practices, consider inserting a statement at the end of the job posting that affirms your status as an equal opportunity employer. This means that you do not segregate candidates based on any characteristics protected by the Equal Employment Opportunity Commission.

TIPS

- An EEO statement demonstrates how and why your organisation is committed to diversity and inclusion
- Keep it simple, free of legal jargon, and sincere
- Highlight your corporate culture in your statement





How to ensure your job posting is inclusive and unbiased

Workplace diversity has become top-of-mind for organisations across the country. With more collaborative and team-oriented cultures, today's companies are tasking their recruiters and talent acquisition teams to attract diverse candidates. Below are a few methods to help ensure success.

Cut down on the number of qualifications required for the role:

Experts—like Sheryl Sandberg—have studied the different ways in which men and women apply for jobs. Sandberg discovered that men apply for positions if they meet 60 percent of the requirements—whereas women only apply if they align with 100 percent of them. By limiting the number of qualifications within the job posting, you will likely see more female candidates who choose to apply.

Remove racial and gender biases: Utilising gender-inclusive language and neutral pronouns will go a long way in attracting—and not alienating—female candidates from applying for jobs. In your posting, avoid words and phrases implicitly biased against specific races or ethnicities, such as requiring “strong English skills,” “an ivy-league education,” or “clean/neat hairstyles.”

Utilize job boards and communities that specifically cater to minority professionals:

To demonstrate that your organisation is dedicated and committed to diversity hiring, utilise job boards and communities that specifically cater to minority professionals. Diversity for Social Impact—a strategic and organisational development organisation that focuses on promoting sustainability, equity, diversity, and inclusion around the world—has created a [guide](#) that includes the top diversity and inclusion job boards sites.

Men apply for positions if they meet **60%** of the requirements—whereas women only apply if they align with **100%** of them.

How to sell your employer brand in your job posting

What will it take to attract and retain top talent in today's labour market? Below are a few examples of what job seekers are looking for in a potential employer so you can be sure to provide them in your job posting.

Awards: Job seekers want to know that your company is stable and has a positive reputation. Showcasing awards your organisation has won is a great way to demonstrate both of these attributes. For example, "Best Places to Work" or "ClearlyRated" industry awards prove that your organisation is a great employer.

Corporate values: Be sure to communicate your company culture by highlighting details of what makes your organisation unique and sharing share your corporate values. This will help job applicants determine if they'll align with your organisational culture.

Diversity, Equity, and Inclusion (DEI): Explain your stance on diversity, equity, and inclusion and highlight any corporate DEI initiatives.

Sustainability: Call attention to any corporate sustainability initiatives related to the environment, health, poverty, and education.

Community involvement: Take a look at what community service and volunteer programs your

company has in place.

[70 percent](#) of millennials—the largest segment of the workforce—regularly volunteer. According to an article in Fast Company, [64 percent](#) of millennials said that they wouldn't take a job at a company that wasn't socially responsible. Many signs in the recruitment industry indicate that this socially motivated mindset is here to stay.

Flexible benefits and work environment:

Does your organisation offer hybrid work options and/or a 10 hour/4-day work week? [86 percent](#) of employees say they want to work for a company that prioritizes outcomes over output.

Opportunities for growth and development:

Employees want to know they bring value to the work they do. They seek continuous skill development and meaningful growth opportunities. What is your organisation doing to promote growth and development?

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Attract quality talent!

Whether you're looking to hire a customer service representative or a contract employee to help with seasonal work, a great job posting is critical to attracting qualified candidates. An informative, inclusive, and interesting job posting will ensure you're attracting the best talent without having to spend time sifting through a slew of unqualified applications.

With most prospective candidates beginning their job search online, it's important to make sure that your company's reputation is up-to-par.

Additional Resources:

E-Book – [What Is Your Hiring Reputation?](#)

Guide – [EVP Employer Survey Template](#)



Let's talk.

Need help with crafting your job postings?
We're here to help!

In a highly competitive world, we believe some things still deserve a personal touch. Our team of industry experts will help you transform your job postings to attract and recruit top talent.



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