Link~HR

How to Create a Job Posting

1. **Cut the long paragraph about your company**. Instead, use the prime real estate at the top of your job posting to speak to your target candidates and sell them on your opportunity.

2. **Delete buzzwords and unnecessary qualifications**. Instead, use headers to separate sections and use bullets as appropriate to improve readability. Cull back your list of requirements to indicate what's truly needed to do the job. And if you have legal requirements, set them apart at the end.

3. **Replace 'the ideal candidate' with 'you'**. Instead, be conversational, direct, and personal so that your top candidate thinks, "Yes! That's me."

4. **Use engaging subheads**. Breathe some life into your subheads so you can engage candidates and keep them on your job listing long enough to apply. They can be as simple as, "You're good at" or "What we expect of you."

5. **Describe a day in the life.** Your goal in writing an effective job description is for the right talent to apply and the wrong talent to pass. Paint a vivid picture of the role — including the nitty-gritty — and you'll help candidates self-select.

6. **Talk problems and projects**. Great candidates want to make an impact, and they don't shy away from challenges. The more specific you can be, the better.

References:

https://www.linkedin.com/business/talent/blog/talent-acquisition/job-descriptions-that-win