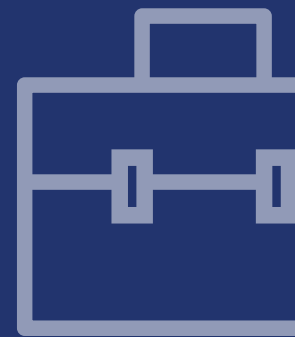


6 Questions Every Job Posting Should Answer

1 WHAT IS THE JOB?

- While creative job titles can attract interest, ensure they accurately represent the job
- Job seekers (and search engines) should be able to recognize the title



2 WHO ARE YOU?

- Make the pitch! Tell job seekers why they should apply to work for your company
- Share brief insights into initiatives, awards, and achievements that they would be attracted to (e.g. employer awards, corporate social responsibility)



2

3 WHAT WILL THEY DO?

- Provide an accurate overview of key job responsibilities
- Help job seekers understand the importance of the position and how they could contribute to the success of the team and business



3

4 WHAT DO THEY NEED?

- Qualifications play a vital role in helping individuals succeed in the job (e.g. education, experience and training) should be reasonable for the position
- Too many requirements may scare suitable candidates from applying and too few may result in unqualified applicants



4

5 WHAT'S IN IT FOR THEM?

- Tell job seekers how they will benefit in the position, what the company culture is like
- Provide examples - flexible scheduling, bonuses, extended vacation, paid leave, career advancement, learning, discounts, extended health or other benefits, travel



5

6 HOW CAN THEY APPLY?

- Promote action - APPLY NOW!
- Make it easy - provide a clickable email address or website link
- Encourage walk in applications. If possible, be prepared to hire qualified individuals on-the-spot
- List information you want them to include (e.g. cover letter, job number)



6