

BEST PRACTICES: DEVELOPING AN EFFECTIVE JOB POSTING

An effective job posting provides information that helps applicants understand the type of work performed; the responsibilities, activities, and skills needed; and whether they are qualified for and interested in the position.

Tips for Creating a Posting

Have a position incumbent help. They can tell you what their primary duties and responsibilities are.

Open with an attention-grabbing summary that includes how this position contributes value to your unit and the University's mission. Choose language that invites people to apply (e.g., "Come join our team . . .").

Give a sense of the culture of your unit, but not to the extent that applicants perceive only people with a particular background or characteristics should apply. Focusing on workplace values is more diverse-friendly (*see University Values*).

Share attributes that have made others successful. For example, "enjoys fast-paced work" or "shares information and asks questions" or "flexible to change."

Be transparent about your target salary range. This reduces questions later and allows candidates to make informed decisions.

Be clear about minimum and preferred qualifications. Use qualifiers that can be found in a résumé. For example, education, experience, certification, or language fluency. This helps applicants make informed decisions, and allows applicant reviewers to clearly assess applicants' qualifications.

Be aware of how language may be perceived differently by different ages, genders, and cultures (*see "Reducing Unconscious Bias" best practice document*).

What to Avoid

Be careful with internal unit or University jargon that external applicants may not understand.

Avoid lengthy job postings. Pare down to essentials and let the key highlights speak for themselves. This also helps make the posting mobile friendly.

List no more than ten job duties in your posting. Use subheadings to organize by topic and only include duties that the incumbent will spend a majority of their time completing. Additional duties can be outlined in their job description.