Effective Job Postings

Tips to Writing an Effective Job Posting

When the right job seeker clicks on your job posting to learn more about the opportunity, you're one step closer to converting them into an applicant. But if the job posting doesn't provide the right information, or is not compelling, they will, unfortunately, hit the "Back" button instead of applying. With that in mind, the job postings must give your target applicants the information they want and need. The majority of this essential information will be in the Job Description and Skills section of your job postings.

Describing the role:

Provide an overview of the position

The Job Description and Skills section of your job postings should provide a clear and concise snapshot of what the open position will entail. This way, job seekers can easily understand the key responsibilities, tasks, and skills the position requires. By communicating expectations clearly, job seekers can make better decisions on whether or not they are qualified to apply.

TIPS

Write a job posting with inclusive language

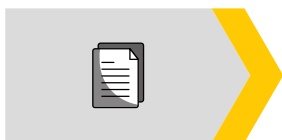Circulate the job posting via diverse hiring websites

Share University Values & Culture

Avoid jargon, acronyms and gender-charged words
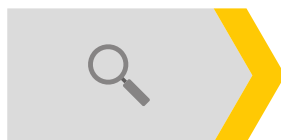
Mention benefits of working for UCF

Successful Job Posting

Highlight essential tasks

An effective job posting will have enough information to appear attractive and thorough, but will avoid highlighting tasks that are not essential functions of the job.

List Qualifications

List qualifications and skill by using bullet points so that job seekers can quickly scan and assess their eligibility. A laundry list of skills that are extremely similar should be summarized to avoid tedious reading.

Key Benefits

It is important to advertise the benefits the university offers. This can be a large motivating factor when someone decides whether to apply. Such as: Compensation, Health benefits, Paid time off and Vacation.

About UCF

Include key attributes of your area or of the university's vision and culture to paint a picture of what it's like to work for UCF.

Takeaways:

Keep it concise and easy to read.
Use formatting for scanning
Focus on job details, requirements, and pay.
Mention UCF's vision/mission/goals
Use inclusive language for greater diversity