

JOB DESCRIPTION vs POSTING vs AD



JOB DESCRIPTION

A formal account of an employee's responsibilities. Very specific and technical to illustrate the internal needs for the organization and success metrics.



JOB POSTING

A catchy version of the job description designed to capture the candidate's attention.



JOB AD

Typically describes a posting that has extra engagement like social media. These are more strategic and sponsored posts to help spread the word.

Write a Job for Today's Candidate

1. Focus on Competency, Not Years of Experience

- Distinguish between what you "want" and what you "need". Come up with a list of 15 requirements. Read, rethink and cut the list in half.
- Do you REALLY need someone with 3-5 years of experience? If you are open to the "right" candidate and/or experience, don't dwell on the experience. Keep in mind that skills can be learned, people can be trained.

2. Job Descriptions

- Keep it short and specific. Shoot for 250 words to match a person's attention span.
 - It's your position's "elevator pitch."
- Be sure to describe how someone in this position will make a difference in your organization. Even a title can show a position is valued within the organization.
- Resist jargon/buzzwords but rather works to invite and evoke an emotional reaction. Avoid being too creative. i.e. ninja, top talent, fast-paced company, rockstar, winning team, self-starter, work hard, play hard. It's cliché not real.
- Think like the applicant. Why would you apply for this job? Is it just the perks and benefits or the changes to work with an amazing team?

3. Titles Matter

- Google the job title you're using to see what other positions pop up. Does the title clearly and accurately describe your duties? Grab your attention? Remember the job title will matter to the person holding the title.

4. Organizational Value - Do they see themselves or friends in your workplace?

- Connecting with today's job seekers is more than a matter of getting the word out. If you can show them, honestly, that you provide conditions that match their preferred lifestyles, you're on the right track.
- Do you have employees of varying ethnicities and genders who hold high ranking positions? If your company hosts onsite meetings for the LGBTQI community, promotes people who are differently-abled, or has staff with piercings or tattoos (hopefully not too outrageous), make this known. They want to know they can be free to be who they are.

5. Personality Fit

- They like to find jobs that are "the right fit". Maybe add some personality traits of an ideal candidate - their interests, values, passions. If they see themselves in the job, they are more likely to apply.

6. Make it Easy to Apply!

- Avoid forcing a candidate to just rewrite their resume. Provide simple questions like "What attracted you to this job?", it can say volumes about the candidate.
- Ask, don't tell. Find a way to engage with them by provide questions for the cover letter to address. It can increase engagement levels and make the candidate really think about what you are asking them. Plus, candidates will likely want to keep reading your ad because it's different and attracts their attention. Think of the added value to a cover letter. E.g. Do you thrive on competition? Enjoy creating efficiencies that save time or money for organization? Proud of your problem-solving abilities? Are you the type of person who likes making small talk with others?

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