

CREATING A JOB POSTING

Remember, you are competing with other businesses and industries, so employers need to be more creative to attract qualified candidates. The key to creating a job posting is to provide enough details about the role and the Company while keeping it concise.

When you post a job vacancy, you are selling your business much like a Salesperson would do to attract customers. You will need to do the same to attract prospective employees as well.

Tips for an effective job posting:

- ✚ Sell your Company! Why would a Candidate want to work for you? Provide a brief summary of your Company, its culture, and some history
- ✚ Include a specific location
- ✚ What are the hours of work? Do you offer flexible scheduling?
- ✚ Add details about the work environment.
- ✚ What's in it for the applicant? What perks or benefits will employees receive (flexible hours, discounts, tuition reimbursement, employee meal)
- ✚ Do you offer medical benefits?
- ✚ Does your business work to support and promote equity, diversity and inclusion (EDI)? If so, include an EDI statement

Example: [COMPANY NAME] is an inclusive workplace and welcomes applications from all qualified applicants. Indigenous people, 2SLGBTQ+ community, and members of other marginalized groups are strongly encouraged to apply.

- ✚ Indicate salary/salary range information when publicly advertising your job posting.
- ✚ If you don't already have a job description, create one. You can then use the job description to help create the job posting. See Preparing a Job Description