



Applicant Focused Job Posting Format

Job postings for vacancies are changing from the historical format and content on Workplace Alaska.

The job bulletin format has been redesigned to be more job seeker focused. The new format includes information studies have shown attracts applicants, such as noting public sector value proposition and highlighting key attractions that applicants find appealing. Key attractions include such things as opportunity to learn and grow, professional career growth and mobility, job security, benefits package, meaningful work, and ability to serve one's community. The format also includes what the applicant will be doing, the working conditions they can expect, and who we are looking for.

When designing your recruitment bulletin ask yourself: what do you like about working for the State/department/division/section? What do you value most about the department/job? Why do you stay with the department? Or get feedback directly from your employees on what they value and what attracted them to the work.

Every new job position must include the information detailed below. You can modify how the information is organized in the job posting to effectively communicate with applicants.

Job Posting Content and Format

- Class Title (Working Title, if used)
- A brief description of the position in 3 or fewer sentences or bullet points (what the employee will be doing).
- A sentence on the department focus and/or Division mission and how the incumbent's work contributes to mission success. A sentence on the section's values/your employee value proposition (no more than 6 values).
- A brief description of the benefits of joining your team (one or two sentences, maximum).
- A description of the physical location of the job followed by a brief description of the daily work environment.
- The position-specific competencies that, in addition to those listed in the MQ, are desired/contribute to success in the position. List no more than 5. Focus on the core competencies required for successful performance of the work, not those of an exceptional employee.
- Initial Screening Questions – 3 to 5 supplemental questions addressing the most important position-specific competencies.