Marketing Your Position

Job seekers are scrolling right by job postings that don't catch their attention.

If you want to attract the top applicants in today's competitive job market, you must sell them on why your job opportunity is better than hundreds of similar jobs. Competitive pay, work life balance and flexible work arrangements are expected – what makes your job unique?

A well-designed job posting includes information about your wants and needs (job requirements and qualifications) AND includes information about the needs and wants of the applicant.

Your job posting is one of your most important branding tools and it may be your one and only chance to make a good impression with job seekers. Your job posting needs to have appeal to compel the job seeker to read it and then apply. Here are some best practices and considerations for job postings:

- Keep in mind **most** job seekers are viewing your job posting from a **mobile device**. Imagine viewing your recruitment on a **6.2-inch screen**.

- **A historic low unemployment rate – 3.7% to 3.9% jobless rate**, makes attracting applicants more competitive than ever. Most **job seekers are passive**, meaning they are currently employed and **not actively looking for a new job**, but may be open to a good career opportunity if one came along.

- **Class title (working title, if used)** is one of the most important sections of your job posting. You have **less than 8 seconds to engage the reader** and the job title often determines whether they will continue to read through your posting. An effective job title should target the main responsibility of the job. For example, the Human Resource Consultant series includes a variety of specialty areas such as classification, employee relations, recruitment, etc. The Human Resource Consultant jobs are more marketable if they include the specialty, e.g. Strategic Recruitment Consultant (working title).

- Keep your posting concise, free from grammatical errors/typos and **limit** the **burdensome screening questions**. Keep your posting to no more than 2-3 pages and **limit what you require** from the applicant **at time of application**.

- Hiring trend surveys show **70%** of job seekers will **abandon a job application if it takes more than 20 minutes** to complete. **57% of experienced job seekers abandon** a job application if it takes **more than 15 minutes to complete.**

- NeoGov surveys show **50% of job seekers start a government job application and do not finish because it makes them feel unqualified.** While you need to included qualifications in your posting, **don't overdo it**. If your required and desired qualifications are too long, you may lose potential applicants. Just focus on core competencies **during the initial screening process**.

- **Use the interview to assess other foundational competencies** such as teamwork or adaptability. Asking an applicant to describe "any experience in producing consistent, quality work in a fast-paced environment where there can be frequent interruptions, deadlines, and changing priorities", is **better suited to the interview process and reference checks.**

- **Avoid acronyms** and the specific names of state systems (i.e. IRIS , which is an acronym used to identify a state system). Instead use "an enterprise-wide integrated resource information system for accounting, financial, payroll, etc. functions". If an applicant has used a state system, it will be reflected in their work history.

- If your job posting is too long or bland, job seekers will likely pass you by. Instead of giving a long laundry list of job duties to perform and core competencies, give a brief overview of the **main responsibilities** of the position and the **benefits of joining your team**. Emphasize what sets you apart i.e. job/department/values/mission etc., let the applicant imagine themselves in the role, before applying.

- As hiring managers, we expect job seeker application materials to be concise, easy to assess their information, and free from errors. **The job seeker has the same high standards when it comes to your job posting.**

- **Plan for the recruitment cycle.** Ensure you schedule yourself to conduct a timely review of application packages, schedule job interviews, conduct job interviews, and reference checks. The first two tasks should be accomplished within 2 weeks of the job closing date of the recruitment posting, if not sooner. **55% of job seekers will abandon a potential position** if the **recruitment team takes longer than two weeks to respond/contact the applicant. Stay in contact with applicants to maintain their interest.**