

**Now More Than Ever
Qualified Job Seekers are Utilizing Online Job Boards.
Will Your Ad Catch Their Attention?**

When it comes to posting effective online job listings consider these

Top 10 Best Practices

from ASAE Career Headquarters

- 1. Leverage your Brand.** An online job posting shouldn't look like a classified ad, but more like a marketing piece about why your organization is a terrific place to work. Make it memorable.
- 2. Know the Job.** Make sure your job description is descriptive! Short descriptions without sufficient detail do not appeal to job seekers, no matter how desperate they are for a new job. Candidates want to provide resumes that describe why they are qualified. Incorporate key words into the description to effectively define it. Not only will this help qualified seekers apply, but it will also help non-qualified ones skip to the next posting. ASAE CareerHQ.org doesn't have a word limit, so write it all out!
- 3. Formatting is Key.** Use bullet points to describe key responsibilities and be consistent to keep the candidates attention. CareerHQ.org encourages you to use HTML formatting for easy-to-read postings. Try having specific sections for your posting for an easy read including: company information, position description, requirements, benefits, and a clear call to action.
- 4. Be Specific.** Whenever possible, provide specific information about salary and compensation. When candidates know that the salary isn't a match, they'll save you time from reading their resumes.
- 5. Be Clear.** Indicate what documents you want candidates to submit by stating it in the posting.
- 6. Preview Postings.** Your job posting is a reflection of your organization. Check your spelling and grammar, and preview your posting before it goes live online. If you find an error after its online, correct it! CareerHQ.org allows employers to edit their postings at any time.
- 7. Stand Out.** With so much content on the internet use a catchy title to grab attention. Keep it professional and tell the seeker something about the opportunity. For example: Executive Asst to CEO, 65K + Free parking.
- 8. Include a Clear Call to Action.** Let the candidate know what to do next but limit the number of response options since less can be better. If you provide email, fax, link to your career site, and an "apply now" button this might be overwhelming to job seekers.
- 9. Speak their Language.** Speak the language of your top candidates and tell them why they should work for your company versus the competition.
- 10. Follow-up!** A top job seeker complaint is the lack of acknowledgement from employers for receipt of resumes. Use auto-response letters to acknowledge receipts of resume submissions so seekers know the process worked. Thank them for their interest in your organization to illustrate professionalism and that your organization values their interest.