

# Create a job posting that attracts the right candidates

Information for employers (more at [uvic.ca/employers](https://uvic.ca/employers))



We've put together some strategies to help you get better results from your next UVic posting.

## 1) Include a clear job title

Most job seekers search for posted jobs by job title—choose a title that reflects the position (e.g., “summer research assistant” is more clear than “summer student”).

## 2) Identify the ESSENTIAL qualifications and skills, and those that are important

Great candidates may avoid applying to a job if they don't have every qualification, so be specific about what's required and what would be an asset. This may include degree requirements/certifications, work experience, software knowledge, etc.

## 3) Be clear about what the role entails, why it's important, and how it fits within the larger organization

Provide specific details of what is expected of someone in the posted role (if there's someone in the position currently, check in with this person for an update on the current responsibilities as the role may have changed since the last time it was posted). How does the role fit within the organization? How much responsibility is involved and what is the reporting structure? Remember, what seems obvious to you may not be evident to the applicant.

## 4) Describe your workplace culture

Include information about the organizational culture so that candidates get a sense of what your organization is like beyond the posted position. Is your organization entrepreneurial, with flexible work hours, dress code and time off? Are your work hours structured? What are the expectations for innovation, support and learning?

## 5) Describe the type of work style that you're looking for

What type of personality will fit well within your organization? Do you have staff members who are interested in changing all the time, or staff members who follow protocol well?

## 6) Be direct

Avoid using workplace or local jargon— This is your chance to be descriptive and clear.

## 7) Point out what makes your organization and industry interesting

Is your organization growing? Is the industry changing? Sell the positives of your organization, industry and this position to attract candidates who are excited about contributing their skill set and energy.

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## 8) Address salary expectations and other benefits

It may be helpful to list a salary range or explain that salary will depend on experience. This will help candidates determine if the remuneration fits with their budget constraints. Listing additional benefits such as training or transportation can also help your posting stand out.

## 9) List contact information

Include details on how applicants should submit their applications, and to whom they should address their applications.

## 10) Include the following information, if appropriate

- Job location
- Whether the role is full-time, permanent or temporary
- An outline of the recruitment process

## 11) For co-op positions, list the competencies that you're looking for

If you're posting a co-op position, consider including the core, program-specific, intercultural and professional competencies that students can expect to develop on the work term. See our competency types and more at [uvic.ca/coopandcareer/buildskills](http://uvic.ca/coopandcareer/buildskills).

## 12) For co-op positions, ask for feedback

If you're posting a co-op position and have a current co-op student in your workplace, ask this student to contribute feedback. He or she may be able to provide insight on what would attract another student to the role.

