



Fabtech's Tips on Posting Jobs

Think of your job posting as a sales brochure and consider the following tips:

- Put your best stuff in the first five lines of your ad. Top talent is not easily impressed, so capture their attention quickly.
- Find out what motivates top performers. The only people who can tell you what matters most to a top performer is another top performer - ask people what convinced them to say "Yes" to your organization's employment offer and emphasize those points.
- Provide as much information on the Responsibilities as possible. Some job seekers may be discouraged from applying for a job if there is not enough information on the position available to them.
- If you are posting multiple jobs, try and keep the format and order of the job description similar for each posting. In this way, job seekers will develop a familiarity with your company's layout and will find it easier to navigate the information you provide.
- Point/bulleted format is always more attractive than providing information within a block of text. Space the information evenly, with separate sections for Responsibilities, Required Experience, Educational Requirements, and keeping the job-specific information separate (i.e. salary, travel requirements of the job, etc.).
- Connect to the candidate's career concerns and aspirations. Change the focus of your posting from what you want, to what the job seekers wants. Top talent searches for a career. Make your job worth having!