Introduction:

This guide is tailored to provide information on how to write an effective job posting. This guide does not provide instructions on creating position descriptions or the steps required to creating positions or job requisitions.

With today's competitive job market, it is important to attract qualified candidates. Writing an effective job posting is the first step to attracting qualified candidates. A clear job posting can reduce the amount of turnover since candidates will have a better understanding of the expectations and dimensions of the job.

Taking the time to properly develop a job advertisement is crucial to the recruitment process. While posting the job description for candidates to see may seem like a good option, it may actually deter qualified candidates from applying. This also applies to short job advertisements that are overly generalized.

When composing a job posting, the message should be crafted according to the industry standard and the level of the position. When a job posting is successful, candidates can accurately understand the position and determine their suitability for the position.

Creating a Job Posting:

A well-written job announcement/posting will help to define the pool of the candidates and potentially attract and appeal to passive candidates.

When candidates are reviewing the job posting, they should be able to develop an overall picture of the responsibilities.

The following are the components of a job announcement at the Florida Atlantic University. Let's take a look at the purpose of each of these areas.

Job Requisition Components	Description
Recruitment Reason	This describes if the position will be posted for all applicants (both current employees and external applications)
Job Profile (Classification Title)	This describes the actual title established by Classification and Compensation based on the position's needs and requirements (e.g. Coordinator, Admin Services). This field on the Job Req must always match the what is listed in the Position within Workday.
Job Posting Title	This is also known as the Working Title. This is display to applicants, so it is important for this to be written out clearly. It should be a more descriptive than the Job Profile.
Job Description Summary	This is a generalization based off of the Job Profile in Workday. This populates in the Job Req automatically and should not be edited. This field contains information regarding the minimum requirement for the position as set by the Classification and Compensation department.

	If a modification is needed, then the department should cancel the Job Requisition and work with Classification and Compensation to update the position to a new Job Profile that is more appropriate.
Job Description	This automatically populates from what the position in Workday. No changes should be made here. The Job Description should be clear, organized, and should provide a clear picture of the overall duties for the position. When reviewing the job description, ask yourself: ● Does the job description accurately reflect the skills and objectives to support to support department goals? ● Does it denote if it is a supervisory position? ● Does it address expected outcomes?
Additional Job Description (a.k.a job posting summary)	This is typically completed by Recruiters; however, to ensure the posting is to the department's liking, it is recommended that this be completed as part of the Job Req. The additional job description field serves as the job posting announcement that display to applicants. This should include key details that provide candidates an overview of the job, why they should apply, and want to work at FAU. Hiring managers should consider using key phrases that will help to capture the attention of applicants. The goal is to entice the applicant to take action by applying or by sharing with a friend. Ideal phrases and keywords include "join us", "be part of change" "innovate or innovative", "collaborate". Additionally, when reviewing or preparing the job announcement, ask yourself: ● Is the advertised summary and attention catcher? ● Does it sound exciting? ● Does it have too many technical words? ● Is the length ok?
Minimum Qualifications	Minimum qualifications are defined by Classification and Compensation for each Job Profile that exist in Workday. These qualifications cannot be lowered when posting the position. It is important for department to review the minimum requirements to determine if they would like to require more than minimum requirements set by Classification and Compensation. This information is entered when completing the Job Req Questionnaire. It is also important to include any preferred qualifications as well as any soft skills that should be listed.

	Please consider the following questions when completing the question on the questionnaire: ● What qualities and skills will the ideal candidate have? ● Are there any additional skills or experience preferable for the job? ● Is there any preferable knowledge for the job? ○ Specific computer programs, bilingual skills, etc.
Advertised Salary	This is the salary range that displays to candidates. Salaries should be competitive and should also align with the job profile.
Special Instructions to Applicants	This is used to provide additional information to applicants. This is used most for Faculty recruitments and by Recruitment Services as information regarding background checks and other HR requirements are listed. .
Posting Start and End Date	All recruitments must be posted for a minimum of seven (7) days. Postings can be open for longer periods of time; however, this can impact when applicant pools are reviewed.

Example of a Job Description, Job Posting, and External Advertisement:

Review the following examples as it will help with understanding the difference between job descriptions and job postings. The job description is a great starting point for developing the job announcement, but it should be tweaked so that it resonates with the target audience.

Sample Job Description:

Job Profile:	**Human Resources Representative**
Job Description: **NOTE: SP position descriptions must contain percentages.** **All position descriptions are broken down by essential and marginal.**	ESSENTIAL: ● Serves a primary point of contact for recruitment related processes for hiring departments. ● Supervise one or two work-study students. ● Assists with the development of a social media strategic plan. ● Reviewing recruitment requests for AMP, SP, Temporary and Student postings, posting positions, and placing outside advertising. ● Facilitating new hire orientation once a month or when necessary. ● Assists with the acclimation and training of new employees within the Department of Human Resources. ● Assists with the coordination of hiring for summer camps at the University including working with departments and employees to ensure compliance with State of Florida s.409.175, and Chapter 435, F.S. ● Assist applicants and provide service to visiting applicants, students, or employees.

	- Utilize Workday and Workday Recruiting to review candidates' qualifications. Will also release applicant pools following appropriate Recruitment Services procedures. - Provide advice to departments regarding applicant interviews, including advice on applicant selections, interview questions and appropriate selection criteria. - Assist hiring departments with selection process and hiring reviews once final candidates have been identified. This will include processing the final candidate in Workday Recruiting, assisting departments when needed with instructions on changing applicant statuses, and processing above minimum salary requests when required. - Will also work with the Office of Equity, Inclusion and Compliance to approve selection process. - Responsible for releasing the results of hiring reviews, as well as following up with departments in a timely manner to see if the final candidate accepted position. - Initiate background checks as requested. Contact candidates regarding the background check process and follow up with candidate and department on request if needed. Release background checks results to departments though Workday Recruiting. - Review and process new hires and change jobs in Workday. Follow up with departments to obtain necessary information in order to avoid delays in processing. - Send orientation and sign in reminders to candidates. Request and track verifications of education when required. - Makes recommendations and assists with implementation of new programs. - Research and troubleshoot recurring and non-recurring data and record problems. Responsible for testing new and revised processes. - Responsible for attending job fairs and recruiting events - Perform other duties as assigned. MARGINAL: none .

Sample Job Posting:

Job Profile:	**Human Resources Representative**
Job Posting Title:	**Recruitment Services Representative**
Department:	**Human Resources**
Job Posting (summary of the	Florida Atlantic University is seeking a Recruitment Services

job description) **NOTE: SP position descriptions must contain percentages.** **All position descriptions are broken down by essential and marginal.**	Representative to join the Recruitment Services Office within Human Resources. This customer focused position will manage the recruitment process by providing guidance to all departments within the University. With over 30,000 students from all 50 states and over 180 countries, 21 intercollegiate teams, 180 plus degree programs, and an administration that thrives on discovery and excellence, FAU is pushing the boundaries of higher education. Florida Atlantic's faculty and staff are trailblazers and innovators with a passion for finding creative solutions while advancing science, art, and technology in all disciplines. Our work environment is a hub of cultures from across the nation and the world, making FAU a place where collaboration flourishes. The Recruitment Services Representative will be responsible for reviewing and processing recruitment requests for all positions within the University. This includes reviewing hires, background checks, job postings and facilitating new hire orientation. The Recruitment Services Representative will serve as a primary point of contact and will be responsible for assisting university departments with recruitment and selection process. Will research and troubleshoot issues for both internal and external users. Responsible for reviewing processes, making recommendations and assisting with implementation of new programs as needed. Additionally, the Recruitment Services Representative will attend job fairs and recruiting events.
Minimum Requirements:	Bachelor's degree from an accredited institution and two years of experience in human resources or similar environment. Exceptional customer service, interpersonal, and communication skills are required. Experience with Workday is strongly preferred.
Salary:	**$30,000 - $34,000**
Work days and hours:	**Monday - Friday, 8am - 5pm with occasional evenings and weekends**
Special Instructions to Applicant:	**Must submit cover letter, resume, and three professional references with the application.**

Have questions or need help? For assistance, contact Recruitment Services at empl@fau.edu