UNIVERSITY *of*

DAYTON

Career Services

Job Posting Tips

2011 - 2012

Want to share your great opportunity with UD students and alumni? We recommend the following tips to help your company and position appeal to as many great candidates in Hire a Flyer as possible.

Did you know…

Over **3,200** jobs were posted in Hire a Flyer last year alone?

Make sure your company's positions stand out!

JOB POSTINGS

Have questions about posting your job?

Contact Career Services at

(937) 229-2045 or careers_support@ notes.udayton.edu

1. **Think like a jobseeker and show off your organization's PROFILE.** Put yourself in the shoes of your ideal candidates, and be sure to provide all the important details you think they would want to know about you. Is your company's basic information correct on the posting, including location and website? Also, think about what would be most appealing to your candidates. Does your organization provide great training or benefits? Has your company received any awards or recognition? What sets you apart? These are all great things to feature within the company information section of your job postings to help your organization stand out.

2. **Paint a clear and exciting picture of the position within the JOB DESCRIPTION.** Candidates want to know exactly what the job will entail. What will they be doing on a daily basis, and what will be expected of them? What tools or programs will they be working with, or will they be expected to travel? The more information you can provide, the better.

3. **Make your required and desired QUALIFICATIONS clear.** Be up-front about the requirements your organization has for candidates to be considered for the position, and mention other "desired" or "preferred" qualifications that allow flexibility for your applicants. Too many specific qualifications? Your posting could yield few candidates. Too vague and broad? You'll risk getting flooded with unqualified applicants. Let the candidates know what you need, but allow room for flexibility where possible.

4. **Have clear APPLICATION INSTRUCTIONS for your applicants.** Employers can choose how they would like to be contacted by candidates, whether through personal e-mail, an online application site, or through online referrals in Hire a Flyer. Make sure students and/or alumni know how you preferred to be contacted so it's easy for them to apply correctly.

5. **Be as complete as possible with your POSTING INFORMATION.** This section is used by many candidates to filter their search results in Hire a Flyer, so be sure your information is as complete as possible. For example, if your position falls under multiple job categories, be sure to multi-select all that apply. Also, select as many applicable majors as possible to expand your candidate pool, and read the complete list of degree programs to make sure you're not potentially missing any that might qualify for your job.

6. *View other employer job postings for ideas.* Especially when creating a job posting from scratch, many employers aren't sure about the best wording or format for their description. To get ideas, many search for job postings similar to theirs through large job search engines, such as Indeed or CareerBuilder, to get ideas on where to begin. Your posting should always be unique to your company, but by viewing the competition's job ads, you will better understand what might appeal to your top candidates.

7. *Contact Career Services for assistance.* We personally review each job posting submitted in Hire a Flyer, and will contact you if we see significant changes that could be made to enhance your posting. However, if you require further assistance or feedback on what might best appeal to our candidates, please contact our office at (937) 229-2045 or careers_support@notes.udayton.edu.

Hire a Flyer