



Talent MATCH

Job Posting Tips & Template

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What to Include in a Job 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. Be inclusive.

Your wording is important—it provides you with an opportunity to highlight the values of your company and ensures that you attract a diverse pool of candidates. Using gender neutral words and phrases, staying away from industry jargon, and being aware of biased language can help communicate the inclusivity of your workplace with prospective students.

3. Describe your organization and workplace culture.

Include information about your mission and function as well as your workplace culture so candidates get a sense of what your organization is like and what they’ll be contributing to. 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? They want to know if their values are aligned with your organization’s values.

4. 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.

5. 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 someone is in the position currently, check for an update on the responsibilities as the role may have changed since it was last 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.



What to Include in a Job Posting (continued)

6. 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's an asset. This may include degree requirements/certifications, work experience, software knowledge, etc.

7. Be direct.

Avoid using workplace or local jargon. Be descriptive and clear.

8. Address salary expectations and benefits.

List a salary range or hourly rate. This will help candidates determine if the remuneration fits with their budget constraints and prevents wasting your time and theirs if the wage is not congruent. Listing additional benefits and perks such as training, transportation, office snacks, or flexible hours can also help your posting stand out.

9. List contact information.

Include details on how to submit applications and to whom.

10. Include the following information, if appropriate:

Job location, whether the role is full-time, permanent or temporary, and an outline of the recruitment process.

11. List the competencies you're looking for.

Consider including the core, program-specific, intercultural and professional competencies that students can expect to develop during the work term.

12. Ask your current staff for feedback.

If you currently have a student in your workplace, ask them to contribute feedback. They may be able to provide insight on what would attract another student to the role.

13. Include tourism information about the local community.

For example, what kinds of activities are available? What draws people to your city?



Job Posting Template

Use the template on the following page as a guideline to create your own job posting. We've included notes on each section. Replace our notes with information about your company, the role, and other details.



ORGANIZATION

Address Line • 123-456-7890 • info@organization.com

JOB TITLE

Does the title you've chosen indicate the role the candidate will have? Is it industry-relevant? Does it reflect the skills and level of experience needed? The right job title might be effective for attracting appealing candidates. Be aware that in hiring students, you are less likely to hire a "manager" level than a "coordinator" level employee, for example.

ABOUT US

This section should include information about your organization. What do you do, sell, or make? What is your organization's mission/vision? Consider answering the following questions: What is your organizational culture? What are your organization's values? What's interesting about your organization? Are you growing? Is the industry shifting? This is your opportunity to make candidates want to work for your organization.

ABOUT THE POSITION

Provide a summary of the position. What, in general, will the employee be doing? What are the goals for the person in this role? Who will they report to? And who else will they be working with? Include contract dates or an ideal start date if this is relevant.

CANDIDATE ELIGIBILITY CRITERIA

If this position is funded through a wage subsidy program, be sure to include the criteria your employee needs to meet in order to acquire funding. For example: This position is funded through XXX Program. Eligible candidates must meet the following requirements: and list the requirements.

DUTIES & RESPONSIBILITIES

Using bullet points, list what the person in this role will be responsible for. Consider ordering this from what they will spend the most time on to the least time on, or from most important to least important.

- Use action words such as manage, coordinate, plan, develop, design etc.
- It doesn't hurt to add a line for "other duties as required" to cover random tasks that may come up.

QUALIFICATIONS

Using bullet points, list the skills or experiences required to do the job effectively.

- Think about what the required skills are, versus the “nice-to-have” skills. List the most important skills first. List those “nice-to-have’s” as assets.
- List hard skills, such as experience with specific or similar software the person in this role needs to have, but ask yourself, is this software something that can be learned during training? Would experience with a similar program suffice? Consider listing the program you use and similar programs where possible.
- List soft skills such as communication, knowledge of or interest in the sector your organization works in, and others that you think are relevant to the job.

LOGISTICAL DETAILS

- Describe the working conditions. Will the person be working on-site? If so, list where. If they are working remotely, do they need their own computer and internet connection?
- Is this a full-time or part-time role? If the role has set start and/or end dates, list them here. Explain the days/hours required or if the schedule is flexible.
- Include the wage and benefits/perks. If the wage is negotiable, consider adding a wage range. Many jobs boards are starting to require including wage compensation information in postings and studies show that being transparent about wages is a good equity practice. Plus, this avoids both you and the candidate wasting time if the job is not suitable for the candidate.

HOW TO APPLY

How should candidates submit their applications and what do you want them to submit? (Resume? Cover letter? Portfolio?) Include the deadline to apply. If you will be reviewing applications or booking interviews on a rolling basis, make sure to include this information as well.

EQUITY STATEMENT

While this is not required, this simple statement can increase the diversity of your applicants. Consider including the following, or something similar: We encourage applications from candidates with a broad range of backgrounds including, but not limited to: race, ethnicity, Indigeneity, gender, gender-identification, sexual orientation, class, and physical ability.