

The best way to attract the best candidates who have right skills and expertise for your job is through a well-written and thoughtfully crafted job description. Here are some specific tips:

Write an informative and appealing company description

- Include information about your company within the body of your job posting, or under shortcuts in CareerLink click on 'post a company profile' and fill in the 'overview' field. Students can view the company's profile from the posting information.
- Job seekers are interested in the size, location, history, work environment, and ownership of companies that they are considering. Job seekers are also particularly interested to know about the company's Corporate Social Responsibility, workplace culture, and the benefits of joining the company.
- To make your company more attractive, make sure to broadcast widely how your organization contributes to the community. Additionally, think outside of the traditional compensation and benefits, and consider offering other incentives to attract workers, such as...
 - Paid day off on birthday
 - Staff lunch/BBQ once per month
 - Flexible work hours (start/end times)
 - Remote work options
 - Company cell phone that can be used for personal use

Select a good job title

- This is the first thing a candidate sees in relation to your job posting. A good title may get candidates to view your posting, while a vague or inappropriate one will usually cause them to dismiss it immediately.
- Keep it short; job titles with 2-3 words perform better than long job titles.
 - Good example: Digital Marketing Coordinator*
 - Bad example: Digital & Content Marketing Guru: Full-Time (great benefits!)*
- Avoid internal titles or jargon; use traditional or familiar job titles where possible.
- Remove special characters such as *&!;"() .

- Use both the full word and the abbreviation, as relevant
Example: Certified Public Accountant CPA
- DO NOT USE ALL CAPS. The use of all caps is more difficult to read and comes across as unprofessional.
- Capitalize the first letter of each word in the job title.

Write an easy-to-read job description

- Write your job posting from the angle of “here’s what I can do for you” and “here is why you want to work with this organization”. Answer the “what’s in it for you” question.
- Describing your job in a clear and concise manner increases the number and quality of job seekers you receive. Include the basic job duties the candidate is expected to perform so the candidate has a clear idea what it is they are applying for.
- The more relevant information you provide in your job posting will result in fewer back-and-forth questions about the job that could have been easily answered in the job description.
- Providing the company website link will enable job seekers to learn more about your company.
- Use a bulleted or numbered list where appropriate and keep your sentences short. Avoid company jargon, abbreviations, acronyms, and DO NOT USE ALL CAPS.
- Take Equity, Diversity, and Inclusion (EDI) best practises seriously when writing your job description. Avoid gendered language, or gender coding (relying on words, phrases, or traits that have historically been associated with male or female)—see example 1. Make sure to avoid words or phrases that can imply age discrimination (example 2) or racial discrimination (example 3).

Good example 1: Dedicated, developing, and creates meaningful change.

Bad example 1: Determined, managing, & drives results.

Good example 2: Comfortable learning and using new programs and technology.

Bad example 2: Digital Native

Good example 3: Strong verbal and written communication skills.

Bad example 3: Strong English skills.

Qualifications

- Include any required specific skills, computer software proficiency, certifications, industry experience, education (degrees, GPA), licenses, etc. in the qualifications field.
- Make sure to differentiate between required skills, and skills that are not required but would be considered “nice to have”.
- If you are open to considering candidates that do not meet all of the qualifications, make sure to specify this (some employers will consider candidates that do not meet all of the qualifications, but will adjust the pay as a result). Below are some other ways to expand your scope of potential candidates:
 - Consider adding "equivalent education/experience"
 - List "some experience" rather than a # of years.
 - Keep your qualifications broad, avoid naming programs or specific education or training requirements unless absolutely necessary. Or state, “willingness to obtain certification with first year of hiring”.
 - Look for transferable skills. Some of the best office managers are paralegals because they are proven organizers, demonstrate tact/diplomacy, and they pay attention to details.
- Take note of any physical requirements and make sure they are inclusive of candidates with disabilities. The chart on the next page (developed by the hiring platform, [Monster](#)) provides some examples of how you can word your qualifications to be inclusive of those who are differently abled.

Discriminatory Language	More Inclusive Language
Must be able to lift 50 pounds.	Moves equipment weighing up to 50 pounds.
Seeking able-bodied individual.	No replacement. Avoid completely.
Bending and crouching under desks to install equipment.	Positions self to install equipment, including under desks.
Must be able to stand for entire shift.	Must be able to remain in a stationary position during shift.
Talks to students about their financial concerns.	Communicates with students about their financial concerns.
Walks throughout the building to access files.	Moves throughout the building to access files.
This role requires visually inspecting sites for safety.	This role requires inspection of sites to detect safety concerns.

Table credit: [Monster](#)

Salary Level

- Provide a salary level or a range, candidates are more likely to apply if they have an idea of the salary range (according to a [May 2022 article on CBC](#), Indeed Canada reports that companies that post salary information receive up to 90% more applicants).

Fill in the optional fields

- While a number of pieces of information are purely optional, it is usually in your best interests to fill everything out. The more information you can provide possible candidates the more likely to get a response.

Resume Receipt

- If you would like the candidate to apply online within your website, in person, or by mail please click on 'Other' under Resume Receipt. A 'How to Apply' section will appear and you can copy and paste the specific information or your company URL there.

Use Attachment(s)

- Use the Attachment(s) field if you have a detailed document to add to the description and qualifications. To encourage the applicant to open up the attachment, make reference to it in the job description and/or qualifications fields.

Review Your Posting

- Once you have completed your job posting, check it for spelling errors (use spell check) and make sure it is easy to understand.
- Before submitting your job posting for approval, make sure to check that it's in alignment with the Centre's [Job Posting Guidelines](#).