



Why Your Job Posts Aren't Working and How-To Rewrite Them.

Presented by
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THINK JOB POSTS DON'T MATTER?

99 Million Job Posts
500 Million Clicks



TEAM
TRAINING



CUSTOM
CONTENT



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Agenda

1. Words And Rules
2. Understanding the Status Quo
3. Tactics For Writing Better Job Postings



QUESTIONS?

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Words and Rules.

Job Description vs. Posting vs. Ad



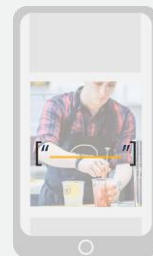
Job Description

Legal documents. The brain dump from the hiring manager. Very technical. Very specific on activities and success.



Job Posting

What you'll put on the website to promote the job. A more catchy version of the job description to capture attention.



Job Ad

What you use on Instagram or social media, for example, that promote the job. These are strategic images, sponsored posts, etc.

600



1700

Word Count Roulette

Understanding the Status Quo.

What I Learned Writing 1000+ Job Posts

Job Posting Trends

1. Brand-first jargon
2. Too many bullets
3. Inconsistent formatting
4. Grammar and spelling errors
5. Guessing

Content Writers

My Digital Buddy - New York, NY

[Apply Now](#)

Formal position title:

Job Overview: Provide a brief, 4-sentence description of the role, what success in the position looks like, and how it fits into the company or organization overall.

Responsibilities and Duties:

- List the essential duties required to carry out this job.
- List them in order of importance.
- Use complete sentences.
- Start sentences with verbs.
- Use the present tense.
- Use gender-neutral language.

Qualifications:

- Education level.
- Experience.
- Specific skills.
- Personal characteristics.
- Certifications.
- Licenses.
- Physical abilities.

My Digital Buddy - 4 days ago - [copy job](#) - [report job](#)

Guessing Is A Disadvantage

Office Assistant: 4,500.



Administrative Assistant:
80,000.

Job Titles.

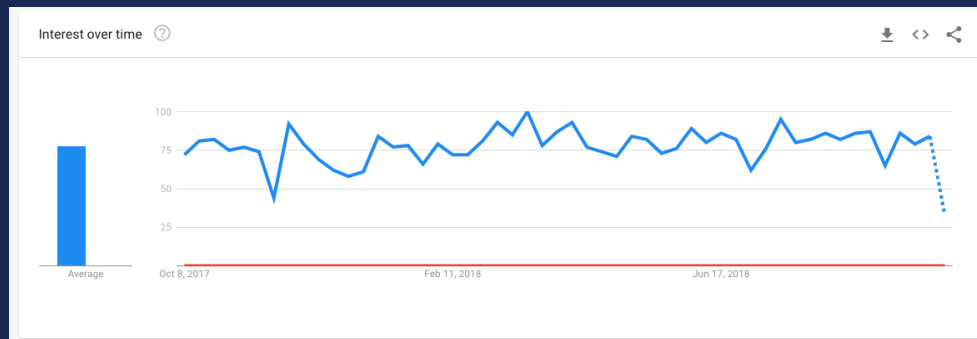


Why Job Titles Matter

1. Part of the URL
2. Search volume
3. Candidate influence

Researching Job Titles

1. Google the job title and resume, then image search:
 - a. i.e. HR Business Partner Resume
2. Look for qualified resumes for the most common job titles. Pick 3-4.
3. Use Google Trends to compare traffic.



Hiring Manager Intake.

Questions I Like To Ask:

Standard Intake Questions	Suggested Adaptations
How can we “sell” your job to candidates in a job post?	What’s special about this team as compared to other teams you’ve worked on?
What are the ideal candidate traits?	What do your best [JOB TITLE] have in common?

[Get A Copy of Our Hiring Manager Intake Template Here](#)

Make Writing Easy: Record Hiring Manager Conversations

1. Record the call
2. Transcribe with Temi or a similar service
3. Use a WordCloud Generator to ID key themes
4. Write a Job Pitch. Get it approved.

Job Posting Content.

Tone Tactics

Sometimes, it's
how you tell
the story

1. Clarity Over Creativity
2. Break Up Content And Sentence Length
3. Writing For A Human, Not A Job

Sample Structure

Trash
templates

1. Job Pitch
2. About Us
3. Skill Story
4. Lawyer Stuff

Writing The Job Pitch.

As our [Job Title], you will help _____ [VERB/ACTION] so they can _____.

As our Client Services Representative, you'll help our customers make significant financial decisions so they can plan for retirement.

About Us: What Are Candidates Thinking?

ABC, LLC, based in Nowhere, USA, is a leading distributor of maintenance, repair and operations ("MRO") parts, supplies, and equipment to the U.S. foodservice industry, serving over 250,000 foodservice customer locations. ABC is uniquely positioned in the industry due to its strength in sourcing high quality parts from both original component and original equipment manufacturers.

ABC, LLC, based in Nowhere, USA, employs 350 people and was established in 1994 by a local family who recognized the need to support local foodservice locations. We are a leading distributor of maintenance, repair and operations ("MRO") parts, supplies, and equipment to the U.S. foodservice industry, serving over 250,000 foodservice customer locations.

Setting The Tone: How You'll Succeed

Skills + Qualifications



Here's what might happen on a typical day...

Requirements



For your safety, keep this in mind:

Skill Stories: Experiences That Matter

Extensive ETL development experience with large-scale DBS or big data systems such as Hadoop, BigQuery, AWS Redshift, Snowflake, etc




You've used [tool] to build _____ that helps our customers _____.

Strong verbal skills



In conversations with our buyers and customers, you'll be our advocate.

Proofreading Matters.



Shit Leader - Taco Bell

Alvarado Restaurant Group Denver, CO

Pay	Not Listed
Benefits	Medical, Dental, 401K
Type	Full-Time

Like the Assistant Manager, focal points include: § Driving excellence in customer service § ... Restaurant Operations Technically proficient in all aspects of food preparation, production and ...

Dismiss

1-Click Apply

Free Job Rewrite Workbook.

[Bit.ly/freejobrewrite](https://bit.ly/freejobrewrite)



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