

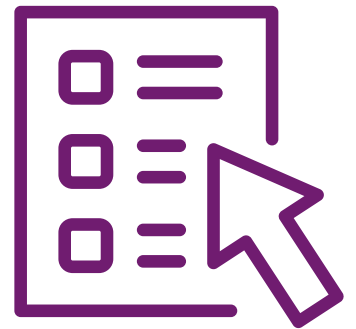
# Current Best Practices for Job Postings

What applicants find the most important in a job description:

- ✓ Compensation
- ✓ Qualifications
- ✓ Day-to-day details of the role
- ✓ Performance goals that define success at your organization

## What to avoid:

Writing too much about the organization's background information



## Instead:

Direct them to your organization's website

Many applicants may be looking for their first job after receiving a degree or diploma.

- Use social media to your advantage!
- Add clear and personable posts to your organization's Instagram, Twitter, LinkedIn, and Facebook accounts.
- Create more discussion about your job posting by sharing on personal accounts!



# Current Best Practices for Job Postings

## Worthy of Consideration

Direct applicants to a formal application package on your organization's website

Speak to applicants directly!

Example:

"If you want..."

"We can offer you..."

"If you're looking for..."

Use a photo of your team, an intriguing quote or eye catching colour to drive interest



### Examples of Key Phrases:

"Our organization works collaboratively with forward-thinking leaders."

"You would be involved in meaningful opportunities that make an impact."

"We are looking for applicants that align with our values and ready to work together to achieve our vision."

"Our employees' mental health and well-being matters most to us. For this reason, we offer the following: (i.e. mental health days, Employee Assistance Program, medical and dental benefits, etc.)."

"We understand that finances are a priority for applicants, and as such we ensure a living wage for all of our staff."

"Your success on the job supports the success of our mission, and therefore, we are dedicated to doing what we can to support you. This includes an thorough orientation, regular check-ins and performance reviews"

"We encourage you to apply if you possess some of the qualities we are looking for and a willingness to learn the rest."

# Current Best Practices for Job Postings

## Common Websites to Post your Job Ad



### Indeed

- #1 job site in Canada
- Indeed pulls job postings from other job search companies
- Posting a job is free!

### Glassdoor

- Employees can post reviews and interview questions that potential applicants have access to read
- Posting a job is free!

### Charity Village

- Top Canadian source for Canada's non-profit news, jobs and training
- This service costs money!

### Workopolis

- Candidate resumes are directly sent to you!
- This brand is partnered with Indeed
- Posting a job is free!

### ZipRecruiter

- 4 out of 5 employers find a quality candidate in the first day!
- Posting a job is free

### SimplyHired

- Posts within a network of boards across Canada in minutes
- Posting a job is free

### Monster

- Lets candidates know if they're a good match, giving you a better pool to choose from!
- Posting a job is free

