Job Posting Guide

A candidate looking for a job wants to know:

- Where will I be based?
- Can I do the job?
- How much will I be paid?
- Do I want to work for this company?

When posting a job several elements will ensure the job is optimised to deliver the maximum number of relevant qualified candidates for each vacancy.

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Job Titles

A job title should be simple, short and clear. It is often the first thing a jobseeker sees when they are looking for a job.

Our platform will auto suggest the best job title for your role. This suggestion will ensure your role is matched to the best available candidates.

☑ Use clear, specific job titles.
For example: Sales Executive.

☑ Do not add unnecessary text to the job title field.
For example: Terrific opportunity in Galway for an experienced Sales Executive.

☑ Avoid multiple roles/levels.
For example: Junior Sales Executive or Senior Sales Executive.

☑ Avoid unusual job titles.
For example: Data Analyst not Data Guru.

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Location

One of the first things all jobseekers want to know upon applying for a job is where they will be based.

7 out of 10 jobseekers use location in their job search and our data shows that candidates who use location in their job search have a higher application rate.

Location is also a key filter in TalentBank searches. Customers who use TalentBank are shown candidates within a 50km radius of the location of the job so adding accurate information is essential.

☑ Choose between office location or work from home in the dropdown.

☑ Use the specific office location, For example not just "Dublin" or "Galway". We extract our locations from Google so we can offer jobseekers a more detailed list of vacancies near their precise location.

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Salary

Candidates are up to 80% more likely to view a job that contains salary information. It also increases applications by 4%.

Adding salary information encourages applications from relevant, engaged candidates, speeding up the time to hire and reducing dropouts.

The salary field is mandatory, and the correct information must be added.

You may not want to disclose the salary. You can select that option when posting. However, even if it is not published, the salary must be accurate.

Category

Almost 40% of people that search for a new job will use the job category field and searches using categories are almost 20% more likely to result in an application.

If a job is posted in the wrong category it is unlikely your target candidate will see that role.

☑ **The category is determined by the job title not the sector/ industry of the company.** An accountant for an engineering company is posted in accountancy and finance, not engineering.

☑ **Our software will automatically suggest the right category based on the job title.** This is to ensure more jobs are posted in the correct category and to save time.

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Job Description

A well written, clearly laid out and detailed job description encourages applications from relevant candidates.

Key sections of a job description include an introduction to the company and company culture, an outline of the role and the responsibilities involved, skills, competencies and qualifications, salaries, and benefits.

Keep sentences short and concise, many jobseekers will read the job description in an email.

Keep it clear, easy to read and well-formatted and check spelling and grammar. 14% of jobseekers will not apply for a job that is poorly laid out and contains errors.

Avoid mentioning other job titles in the job description. It could confuse the search technology.

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Skills

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Skills
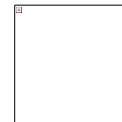
Job Description

Relevant Candidates

Filter Questions

Filter questions allow customers to pre-screen jobseekers, so you only receive applications from relevant candidates.

The Recruiter Hub suggests the most common filter questions and they are particularly useful when recruiting for a role that requires a specific skill.

Adding a filter question will cause applications to fall back by approximately 20% however the benefit for recruiters is that they have fewer applications from unsuitable candidates. ±

Some of the most common filter questions:

1. **Are you eligible to work in Ireland?**

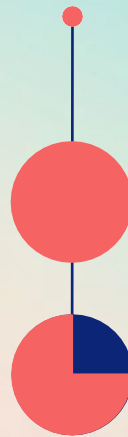**2.** **What is your availability?**

3. **What is your annual salary expectation?**

Contract

Whether a job is full-time or part-time accounts for 78% of filtered searches. In the drop-down menu, choose the role's employment type.

Select part-time if you want the job to be seen by people searching for part-time roles.

*Always use the correct data fields

Choose the role's employment type:

Full-Time Role

Part-Time Role

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If you have any questions then your Account Manager or our Customer Success Team will be delighted to help.