

Job Posting Guide

Best practice for optimising your jobs on IrishJobs

IrishJobs 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.

Add Job



Job

Use our Gender Bias Decoder to write a gender-neutral job description.

Job Title

Company Name

Employment Type

Job / Company Location

Salary

Work From Home

Don't show salary in advert.

Top Skills (optional)

Skills help jobseekers determine if they are suitable to apply for the job.

Job Description

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Job Titles

A job title should be simple, short and clear. It is 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.

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.



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.

Salary

Candidates are up to 80% more likely to view a job that contains salary information.

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

The salary field is required and must be completed with accurate information. Jobseekers can filter roles by annual salary, and your posting will be included in these results regardless of whether the salary is displayed publicly.

Ensuring the salary is correct helps match your job to the appropriate salary band and reach the most relevant candidates.



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.

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.

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:

(You can also free type your question for specific needs.)

1.

Are you eligible to work in Ireland?

2.

What is your availability?

3.

What is your annual salary expectation?

Contract

Whether a role is Permanent, Temporary, Contract, or Part-Time, 'Job types' account for 78% of filtered searches. In the drop-down menu, select the appropriate option for the role.

Choose the employment type you want the job to be visible under for candidates specifically searching for that contract type.

Choose the role's employment type:

Permanent

Temporary

Contract

Part-Time

Contract

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