

# Job Postings

## Capturing the Attention of Top Candidates



A WHITE PAPER PROVIDED BY ULTIMATE STAFFING SERVICES

The job post is the **very first touch point** most employees have with your company – it's the first introduction to who you are, what you do and how the employee's role contributes to the overall purpose of your organization.

If your organization strives to build a "Best to Work For" reputation, you understand the importance of recruiting top candidates who possess the skill sets and values to fit in and succeed at your workplace (and not settling for a candidate who will make-do).

This white paper explains how to create job postings that will catch the eye of top candidates, and provides strategies that will increase applicant rates. Also keep in mind that when the going gets tough, a reputable staffing partner implements these techniques and can help with attracting and recruiting top talent.

### Job Postings

Whether it's a blurb on LinkedIn, a snippet in an online community bulletin board, or a formal post in a nationwide online job board, top employers view job postings as advertisements; they understand that every job posting is designed to catch a candidate's attention, represent the business' brand, and convey the workplace culture—often in no more than a few glances!

According to CareerBuilder, candidates peruse job advertisements for roughly one minute before ultimately deciding whether to apply. The Wall Street Journal reports that candidates spend an average of 49.7 seconds reading a questionable job description, and nearly 77 seconds considering a promising posting. Therefore, it is imperative for employers to make a positive impression quickly.

Keep in mind that most "average" candidates who need to "find a job" will apply to almost every post they encounter for their desired position, while top performers know the value they bring to an organization and are much more discerning about which posting they will respond to for their next career move.

When it comes to fashioning visually appealing job descriptions, include each of the following simple elements, when possible, to dramatically improve the quality of your job posts and increase your application rate.

- Graphics such as logos and slogans
- Videos
- Relevant job titles, industries, and keywords
- Bullets and bold type
- Compensation information

### Logos, Slogans and Brand Representation

Including your organization's logo with your job advertisement is the simplest branding technique; it's easy to do and

doesn't take up much room, leaving valuable real estate for text and other images. Yet, it can work wonders to add legitimacy to your job postings.

CareerBuilder found that **75% of candidates claim that the appearance of a job posting affects their choice to apply.** CareerBuilder's research also uncovered that including a **business logo or slogan can increase the number of submitted applications by 8%.**

*"The best candidates don't just apply for a job, they apply to join a company. In addition to logos and slogans, take branding a step further and incorporate your organization's mission, vision, and values into the job post to really communicate their potential role within your organization,"* says Staci Johnson, Vice President of Marketing for Roth Staffing Companies (the parent company of Ultimate Staffing Services). *"Also, company awards logos can be eye-catching additions. All of these elements help to showcase your workplace culture and demonstrate the benefits and prestige of working for your organization."*

### Videos

Whenever possible, the best job postings include videos or links to outside videos. Consider embedding any of the following videos in your next job advertisement.

- A recruiting video describing the job position or featuring the recruiter who posted the advertisement, with a call to action and contact information.

(continued...)

**Admins...  
the lifeline  
to every office**

"Your staff befriended me and genuinely cared and respected me as a person, friend and employee. They listened to my questions, concerns and wishes for the type of placement most beneficial to my future."  
Amy Josephs  
Candidate, Century City

ultimate STAFFING SERVICES | LEDGENT | ADAMS & MARTIN STAFFING  
Divisions of Roth Staffing Companies, L.P.

**JOB DESCRIPTION**

**Administrative Assistant / Office Assistant / Administrative Specialist**

At Ultimate Staffing Services, you are more than an employee. You are an ambassador for the only staffing company to ever be ranked #1 on Inc. 500; recognized as the fastest-growing, privately-held staffing company in the United States. We help talented job seekers get connected with full-time positions or we hire them to represent our company on temporary work assignments as Ambassadors of Ultimate Staffing Services. We are looking for an Administrative Assistant to perform routine clerical and administrative functions for one of our prominent clients.

As an Administrative Assistant and Ambassador on our team, you will play the most critical role by fulfilling our company's purpose and promise to our business customers. In turn, we will work to fulfill our mission which is to make life better for the people that we serve, including you! Whether you are looking for a full-time position, a temporary work assignment, or temporary work while we search for your desired full-time placement; we want to talk to you!

**COMPANY OVERVIEW**

Ultimate Staffing Services is a full service, privately-held staffing company that some of the most prestigious companies in the nation work with in order to recruit and hire

*This is an actual job posting for Ultimate Staffing Services with branding and graphics. Our click-through application rate is one of the highest.*

- A brief feature introducing your business and the positive workplace culture (such as the video created by Roth Staffing Companies). [www.rothstaffing.com/company/story](http://www.rothstaffing.com/company/story)
- If a departing employee was successful in the position and is vacating the position under amicable circumstances, he or she may be willing to help create a short recording describing the ideal employee and encouraging candidates with certain qualities to apply.

If you are unconvinced that videos can increase the strength and presence of your organization or department's position advertisements, consider these statistics by CareerBuilder:

- Postings that feature video icons typically receive **12% more views** than postings that do not.
- CareerBuilder clients that embed a video into their postings experience a **34% higher application rate** than video-free posts.

With today's phones, iPads, and video creation apps, videos can be very easy to create.

### Relevant Job Titles, Industries, and Keywords

People really do judge books by their covers; search engines and applicants will never even view your business' advertisements if they don't see relevant terms in the titles of your job postings.

Be creative and detailed, but use enough generic key words so that the posting shows up when candidates search for jobs. For example: **JOB TITLE: Marketing Ninja** and **Filing Genius** are *not* job titles that will show up in a candidate's search. Stay traditional with the job title and job duty 'key words.'

If your organization promotes the title 'Greeter Extraordinaire' instead of 'Receptionist,' a typical candidate may not recognize the creative title and it certainly won't show up in a search for certain standard key words associated with that job. Therefore, 'Receptionist' should be included in the posting header somewhere (preferably the front), even if it must be listed alongside the companywide title such as **'Receptionist – Searching for a Greeter Extraordinaire.'**

It's equally important to include keywords throughout the job description. Referring to related industries and skill sets can broaden the reach of your job posting and increase the chances that it will pop up when job seekers search related terms. For example, when advertising an accounts payable position, intersperse terms such as "finance," "finance and accounting," "A/P," "data entry," and "payroll" throughout the advertisement.

Be specific but not granular about job descriptions to ensure a sufficient flow of job candidates and yet limit the off-target résumés.

You need someone who can learn quickly and adapt. Fit with the company culture, an innovative and driven can-do attitude, and a well-rounded set of industry-relevant experiences, are much more accurate predictors of success than a specific technical skill or experience.

You can't really change **who** a person is, but you can teach them **how** to do something. There are many skills you can train for once you find the right person for your team environment.

During the recession, there were too many available candidates so job postings were VERY specific with required skills and experience.

***"Don't even think about applying unless you have experience doing XYZ..."***

Today, however, the candidate market has become very tight. Loosen up on required experience and skills in your posting and focus on required personality traits.

For lower level positions, job descriptions will naturally be more about specific skills they must have, but every job description and advertisement should mention soft skills and company culture, too.

Every candidate wants to be seen as a person, so acknowledge that life exists outside of work.

Lastly, hand the task of writing the first draft over to the department manager.

*(continued...)*

*We love to create remarkable experiences... every person, every time.®*



Only the manager can truly convey the essence of what makes a person successful in their department. If they're not a savvy writer, get the key info jotted down and then let HR or Marketing edit and fine tune it.

### Bullets and Bold Type

Just like hiring managers, job seekers want to review and absorb key information quickly. They are unlikely to wade through paragraphs of text in order to uncover the position requirements and benefits. "Do your hiring managers and your candidates a favor by featuring key position requirements—make-or-break items that candidates absolutely must have to be hired—in a bulleted list," says Sarah Bader, Roth Staffing's Manager of Talent Acquisition. "Try to limit the list to no more than eight bullet points, as anything longer than that tends to distract readers or lose their attention. This rule of thumb applies to position benefits and preferred candidate abilities as well. When featuring content that should be in paragraph format, bolding keywords can hugely influence readability."

### Compensation Information

Many hiring managers may be averse to mentioning compensation in a job advertisement for fear of warding off top talent. However, if done tactfully, featuring this information can help attract talented professionals.

Don't worry about being too specific—you can always include a general statement like "Position pays higher than industry average with several opportunities for quarterly bonuses."

When it comes to attracting top candidates ... these individuals are looking to see what the position pays and may skip the effort of applying for your position if there is no salary info provided. They may take the absence of a salary range as a hint that it's lower than the average range offered in the market.

## The Structure and Anatomy of the Best Job Posting

Using the elements described in detail earlier in this paper, Ultimate Staffing consistently combines everything together using the below structure for all our job postings.

1. Job title with recognizable terms
2. Brief one or two sentence summary of the position at the top of the posting
3. Job description of approximately 300 words that includes relevant keywords and phrases with a focus on company culture
4. Bulleted list of job requirements and skills including soft skills and personality traits
5. Bulleted list of benefits
6. Recruitment video or film about the organization, if available
7. A link to the online application

### It All Starts with the Job Posting

It may not be easy to set aside some time to fashion the best job postings, but a best to work for organization starts with catching the eye of the right candidates and building motivated, engaged teams that can help you accomplish your business goals.

How do we know? Roth Staffing Companies, our parent organization, has focused solely on hiring only the best coworkers who are passionate about making life better for the people we serve. It has resulted in Roth Staffing Companies being consistently recognized with all the industry's top awards, including Staffing Industry Analysts' "Best Staffing Firms to Work For," as well as Inavero's "Best of Staffing™—Talent Satisfaction," Best in Biz's "Best Place to Work" Gold Award and Achiever's 50 Most Engaged Workplaces in the U.S.

Engaging coworkers and positioning them for success in the workplace is a long-term effort for any business. The key is to begin cultivating a positive relationship at the first touch point.

Sources: *The Wall Street Journal, CareerBuilder, LinkedIn, Social Talent, DesignInfographics, Millennial-Branding.com*

## ABOUT US

### A DIFFERENT KIND OF STAFFING FIRM

In 1994, we envisioned a company unique to the industry, one based on pride and purpose. We wanted Roth Staffing Companies, the parent company of Ultimate Staffing Services, to be an organization our business customers consistently raved about.

Ultimate Staffing Services currently operates in nearly every major metropolitan market nationwide. We also manage numerous on-site locations.

We are the only national company in the commercial staffing space that has been recognized with all four of the industry's major awards for service excellence and coworker engagement.

As a business line of Roth Staffing Companies, L.P., we have received awards for quality and service excellence in alignment with the Malcolm Baldrige criteria and we remain the only staffing company to be ranked the #1 fastest-growing, privately-held company in the United States by *Inc.* magazine. We are consistently ranked as one of the largest, privately-held staffing companies in the nation.

*We love to create remarkable experiences... every person, every time.®*

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 **ultimate**  
STAFFING SERVICES  
A Roth Staffing Company