**Ways to Improve Job Posts – The Do’s and Don’ts**

What excites candidates are the answers to five questions that are all about detailing what’s in it for them. Information is important, of course, but supplementing it with those motivators transform a posting from sleep inducing to action igniting.

* What they will get to do – what’s special or important about the work
* What they will get to learn – what kinds of growth opportunities will they have
* What they will get to accomplish – how will they be positioned to excel at their work
* With whom they will get to work – who will be their peers and what are their capabilities
* How they will be recognized and rewarded – what accolades will they earn by excelling at this job

Job post should be more than a list of requirements — it should inspire job seekers to act. Here are some tips and best practices to make our job posting appeal to candidates.

Let’s start with the **DO’s**:

* Use industry-standard or recognizable job titles. Ask the hiring managers, what would this position be in the private sector?
* Use clear, direct language that’s easy to scan. Candidates take 14 seconds to decide whether to keep reading or move on[[1]](#footnote-1).
* List specific tasks and exciting projects that the candidate will work on or need prior experience with.
* Consolidate responsibilities and qualifications into bullet points (maximum four to six). Bullet points make important information easily scannable on small screens.
* Balance the description of the job while enticing the candidates with benefits.
* Include successes that differentiates your agency from the competitors. List rankings or awards of successful projects.
* Emphasize workplace flexibility and remote working when possible. Set realistic expectations about the time the new hire may need to be in the office.
* Add links for your agency site that shows culture.
* Listen to what employees say about why they work at your agency and showcase those values.

Then the **DON’Ts**:

* Make rigid statements about attendance
* Wait to clarify agency’s policy on workplace flexibility
* Make your job posting simply a list of requirements or exhaustive list of every possible task
* Sound too casual – coming off as overly familiar gives the unprofessional impression
* Use gimmicky titles like “data ninja” or “social media rockstar”
* Use gender-biased words like “sensitive,” “competitive,” or “assertive” to describe candidates
* List redundant or obvious qualifications like “must be able to prioritize work to meet deadlines”

1. <https://www.linkedin.com/business/talent/blog/talent-acquisition/stats-that-will-change-the-way-you-write-job-posts>

   <https://www.careersingovernment.com/tools/gov-talk/about-gov/education/5-ways-to-instantly-improve-your-job-posts/> [↑](#footnote-ref-1)