

Job Posting Best Practices

By Debbie Hatke

Agenda

- Job Posting versus Job Description
- Job Titles – Attracting the ‘Right’ Audience
- Posting Content – What To Include
- Using the New Templates
- Questions

Job Posting versus Job Description

Purpose of the Job *Description*

- Internal document used to guide compensation, development activities, performance evaluation and succession planning.
- Includes information such as reporting authority, responsibilities, skills, knowledge and working conditions.

Purpose of the Job *Posting*

- External advertisement meant to attract job seekers.
- Is a creative piece meant to draw attention to the job and showcase the organization, enticing job seekers to apply.
- Includes a short (often bulleted) overview of the duties of the position as well as the benefits to the job seeker (WIIFM message).

Job Description



Job description/person specification

Job title	Marketing and Communications / Arts Programme Coordinator	Department/office	Palestinian Territories (Ramallah)
Job holder		Job code	
Job type	Full-time	Pay band	Grade H
Line manager	Marketing & Communication Manager	Post-related allowances	None

The job description/person specification should be reviewed on a regular basis. Guidance on completing job descriptions using competencies can be found on the Competency Dictionary section of the HR homepage at <http://bcnet.britishcouncil.org/8000/hr/dictionary/index.htm>.

Job aim	To support the planning, promotion, management, delivery and evaluation of project outputs, working with colleagues, partners, external service providers and stakeholders to meet the British Council's strategic objectives and engagement targets in Arts programmes and Marcomms and in accordance with British Council values and Customer Service and EOD standards		
Number of staff managed	As line manager	As countersignatory	
Finances managed	As delegated by Programme Manager Arts and Marcomms Manager		
State what percentage of the job is represented by each duty.			

Duty and standards – measurable in terms of time, cost, quality or quantity.

1 Duty (40%)	<p>Support the art programme manager in implementing a range of local and regional arts projects including (activities, visits, travel and events):</p> <ol style="list-style-type: none"> 1. planning and following up on the different administrative and logistical arrangements of art projects and maintaining project documentations for workshops, meetings, exhibitions, travels, concerts etc... 2. arranging and attending meetings with partner organisations in agreement with PMA 3. liaising with Marcomms Manager to publicise the different art projects activities on time and to arrange for effective media coverage 4. briefing customer services team on the different arts activities taking place in country 5. creating and maintaining up-to-date country arts contacts database 6. submitting monthly briefs and news items for internal and external newsletters and publications 7. liaising with Marcomms Manager and web master to update the country arts web pages on monthly basis. 8. answering enquiries related to arts
Standards	<ul style="list-style-type: none"> • all visits, activities and events delivered to plan within agreed time frame, budget and to corporate standards • feedback from clients, colleagues and partners shows high level of satisfaction • all payments/financial processes meet corporate Essential finance standards • website and British Council external and internal communication tools updated regularly • meet corporate customer care and enquiry handling standards • projects and events meet agreed regional EO&D requirements

- Often “dry” and uninteresting
- Helps guide compensation decisions
- Defines job competencies
- Provides a list of minimum qualifications to assist with a job search
- Identifies standards for performance appraisal

Job Posting

**THE BEST
JOB IN THE
WORLD.**

**Island Caretaker:
Islands of the Great Barrier Reef,
Australia.**

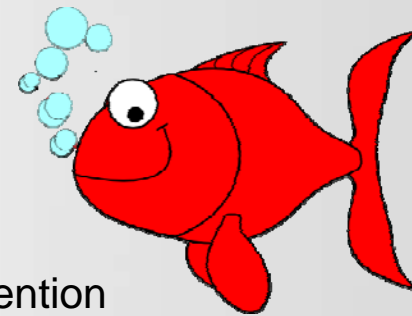
Full-time, live-in position with flexible hours. AU\$150,000 for a six-month contract. Accommodation provided – luxury home on Hamilton Island, over-looking Australia's famous Great Barrier Reef. Responsibilities: • Explore the islands and report back • Clean the pool • Feed the fish • Collect the mail. Apply to Tourism Queensland at islandreefjob.com

Anyone can apply.*

*Refer to the Terms and Conditions at islandreefjob.com

 TOURISM QUEENSLAND

We're looking for computer engineers who like to solve difficult problems.
Call us on this number now:
 $x = 24, y = 30$
Phone = $044.(y^2 - x).(y^2 - 10^2) \times 10$.



- Should CATCH your attention
- Provides the W-I-I-F-M
- Communicates the Employer Brand
- Is clear and compelling
- Avoids jargon
- Provides clear instructions for applying

Help Wanted: Assistant bakery manager for shopping mall based food business. Must have strong work ethic. \$14 / hr. + overtime. Apply in person at Springtime Mall.

What Our Job Seekers See...

Results 1 - 25 of 212

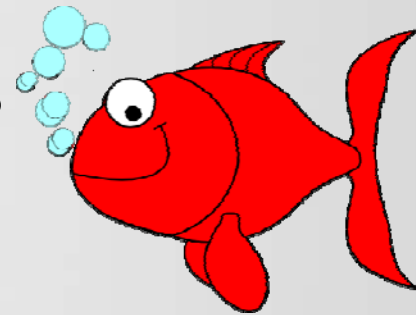
TITLE	WORKSITE LOCATION	DATE
Student Worker	Main Campus	May 17, 2015
Student Worker - Professional Practice	Main Campus	May 16, 2015
Student Worker - COM Career Biology	Main Campus	Apr 24, 2015
Co-op Student Worker - Professional Practice	Main Campus	May 16, 2015
Student Worker	Main Campus	May 17, 2015
Student Worker - Campus Services Marketing	Main Campus	May 15, 2015
Student Worker - Thompson Laboratory	Main Campus	May 8, 2015
Student Worker- Athletics Operations	Main Campus	May 17, 2015
Student Worker	Main Campus	May 17, 2015
Student Worker - COM Faculty Affairs	Main Campus	May 19, 2015
Lifeguard Student Worker-WRK STUDY	Main Campus	May 17, 2015
Student Worker	Main Campus	May 21, 2015
Co-op Student Worker	Main Campus	Apr 29, 2015
Student Worker - Biomedical, Chemical & Environmental Engineering	Main Campus	Apr 29, 2015
Student Worker - University Health Services (3482)	Main Campus	May 14, 2015
Student Worker - TNR (Sales Executive)	Main Campus	May 19, 2015
Student Worker - TNR (Marketing Mgr)	Main Campus	May 13, 2015
Student Worker	Main Campus	May 17, 2015
Student Worker - COM Office of Graduate Education	Main Campus	Apr 30, 2015
Student Worker	Main Campus	May 17, 2015

Which job is REQ number 1768?

Which job is in CEAS? - What is CEAS?

Where is the student job at the News Record?

How We Can Help Job Seekers



TIP 1: Help them find the job they are seeking

Use Consistent Titles: **Job Title - Department (REQ #)**

Co-op Student Worker	Main Campus	Apr 29, 2015
Student Worker - Biomedical, Chemical & Environmental Engineering	Main Campus	Apr 29, 2015
Student Worker - University Health Services (3482)	Main Campus	May 14, 2015
Student Worker - TNR (Sales Executive)	Main Campus	May 19, 2015
Student Worker - TNR (Marketing Mgr)	Main Campus	May 13, 2015
Student Worker	Main Campus	May 17, 2015
Student Worker - COM Office of Graduate Education	Main Campus	Apr 30, 2015
Student Worker	Main Campus	May 17, 2015



What Our Job Seekers See...

Assistant Professor

Apply now »

Date: May 20, 2015

Location: Cincinnati, OH, US

The Department of Marketing at the University of Cincinnati invites applications to fill a faculty position at the Assistant Professor level. The position requires teaching and research in the areas of branding, strategy, retailing, and/or consumer behavior, and service to the Department and College. Minimum requirements are a PhD, or ABD by time of interview and PhD by effective date, in Marketing from an Association to Advance Collegiate Schools of Business (AACSB) International accredited institution and a demonstrated ability to publish in our field's top journals. For information about our department, please visit www.business.uc.edu.

The University of Cincinnati is an affirmative action / equal opportunity employer. Women, People of Color, persons with a disability, and veterans that are disabled are encouraged to apply. We are committed to increasing the diversity of the University community.

Nearest Major Market: Cincinnati

Job Segment: Academic, Education, Research

Apply now »

What Our Job Seekers See...

Adjunct Instructor- Marketing

[Apply now »](#)

Date: May 17, 2015

Location: Cincinnati, OH, US

Duties include managing all aspects of the course, including the development and in-class delivery of course content and materials (lecture notes, problem sets and readings). Providing students with office hours outside of class times, developing and administering assessment instruments.

Minimum Qualifications: Master's Degree or Bachelor's Degree with relevant business experience.

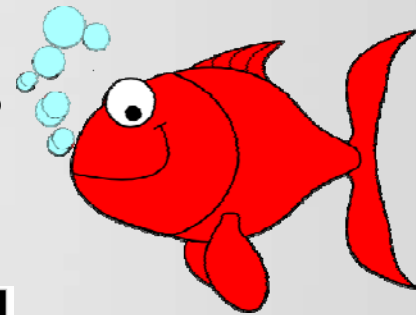
The University of Cincinnati is an affirmative action/equal opportunity employer/ M/F/Vet/Disabled.

Nearest Major Market: Cincinnati

Job Segment: Instructor, Education

[Apply now »](#)

How We Can Help Job Seekers



TIP 2: Influence them to apply – provide the WIIFM

STUDENT Job Posting Format

Job Title - Department (REQ #)

You're already a student – why not work at the #HottestCollegeInAmerica?

The University of Cincinnati is seeking a Student Worker for the Department of [Unit Name]. This [Full Time/Part Time] position reports to [Supervisor Title] and will support the University's mission and commitment to excellence and diversity in our students, faculty and staff.

Job Summary:

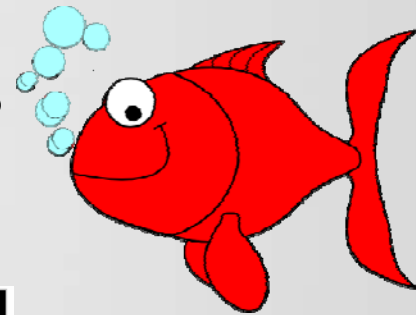
Job Responsibilities:

Minimum Qualifications:

You already learn here, study here and perhaps live here. Why not work here too? Join one of the largest employers in the Cincinnati region, employing over 15,000 full time and part time faculty, staff and student workers.

The University of Cincinnati serves the people of Ohio, the nation, and the world as a premier, public, urban research university dedicated to undergraduate, graduate, and professional education, experience-based learning, and research. We are committed to excellence and diversity in our students, faculty, staff, and all of our activities. We provide an inclusive environment where innovation and freedom of intellectual inquiry flourish. Through scholarship, service, partnerships, and leadership, we create opportunity, develop educated and engaged citizens, enhance the economy and enrich our University, city, state and global community.

How We Can Help Job Seekers



TIP 3: Outline the requirements of the job

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