

# Creating a Job Posting

---

Hiring great talent starts with attracting the right talent.



Creating an effective job description is like crafting the perfect recipe – you need a pinch of marketing, a dose of reality, and a mixture of roles and responsibilities combined with a glimpse into the company culture.

When it comes to creating projects or position descriptions for work integrated learning, it's no different than your regular recruitment efforts. Here are some tips we've curated to help you attract talent and diversity to your pipeline.

For more information about work integrated learning or to participate in Rural Roots, visit our initiative page on the Rural Development Network website.

## Include a clear job title

You might be tempted to showcase your company culture by using catchy phrases like "marketing ninja" or "coding wizard," but these may turn people off before they even apply. To get the most from your prospective talent pipeline, categorize things by keywords. Most people search for jobs using keywords or job titles, so choose a title that reflects the position and is less broad than sweeping generalizations or industry buzzwords (e.g. summer student).

Consider keywords such as research, marketing, intern to help your job posting or project stand out.

---

## Determine essential skills and qualifications

Often times, we screen out quality applicants by not having a clear understanding of the requirements needed for the position versus our nice-to-have. When matching with a student or an educator, you should include things like degree requirements/certifications, work experience, software knowledge, or other technical skills that are required for success.

## Be clear about expectations

Provide specific details of the expected deliverables for the project and what you hope to achieve by the end of the placement.

Consider including information about how this project supports the operations or overall business goals. How does the role fit within the organization? How much responsibility is involved and what is the reporting structure - how will the student be evaluated?

## Describe your culture

Include information about the organizational culture so candidates have a sense of what your organization is like beyond a static posting.

Is your organization entrepreneurial, with flexible work hours, dress code and time off? Are your work hours structured? What are the expectations for innovation, support and learning? What type of personality will fit well within your organization?

## Sell your industry

Entice people to work in your industry or sector by highlighting the benefits. Include information like:

- Is your company growing?
- Is your sector competitive?
- What attracts people to your sector, industry or community?



---

## Be clear and concise

Avoid using workplace, sector or local jargon. Keep things plain, simple and easy to understand.

## Address salary expectations

If you're offering a paid placement, include a salary range or hourly range. This will help candidates determine if the remuneration fits with their budget constraints.

If you don't have a salary to offer, consider adding things like other benefits. Today's employees are attracted to other benefits like:

- Training and professional development
- Relocation compensation
- Health benefits or scholarships
- Transportation compensation



## Primary contact

Include details on how students can apply to the project, to whom they address their applications, and contact information for human resources.

Job postings with personalization can help applicants stand out or even feel more comfortable with applying.

## Location, location, location

The way we work is changing and more people are looking for blended work environments – home and office. Telecommute is also growing in popularity. To entice people, describe the job location (in-person, virtual, blended), whether the role is full-time, permanent or temporary, and an outline of the recruitment process.

If you're considering an in-person placement – define your rural context and the needs of your community – population size, demographics, key players (e.g. council, family and community support services), and other relevant information.