Job Postings Toolkit

Everything you need to get quality applicants, fast.

Linked in Talent Solutions

The hiring process doesn't control you. You control the process.

Recruiting is rewarding, but it can be overwhelming when you're managing a high volume of open requisitions. Among your action items, writing and posting job descriptions are usually the most time consuming and most neglected.

But job posts are a critical step in the hiring process that cannot be overlooked. 90% of professionals are interested in hearing from recruiters about new opportunities, and 38% of these individuals research job opportunities each month*. The job post often sets a candidate's first impression of your company, which means you need to craft compelling job posts that get quality candidates to apply.

From checklists to templates, this digital Job Postings Toolkit is full of essential tools to help you quickly and smoothly manage the job posting process. These plug-and-play resources allow you to write and post jobs more efficiently, giving you back time to focus on other top priorities.

*Source: LinkedIn Talent Trends 2016

What's in the Kit?

PREP FOR SUCCESS GO

- Intake Meeting Form
- Hiring Manager Questionnaire

WRITE YOUR JOB POST 💁

- Job Post Template
- Job Post Examples

MANAGE YOUR POST GO

- Where to Share Checklist
- LinkedIn Profile Review Guide
- Resume Review Guide

PARTING THOUGHTS 60

• More Resources

ABOUT US GO

Prep for Success

45 min activity

You're strapped for time and want to jump straight to writing the job post - but don't get ahead of yourself. Doing some necessary pre-work will attract quality applicants and save you time in the long run.

Defining the position and the ideal candidate is the most critical step in the recruitment process. Not only will it help you focus, it will also streamline your search and ensure better communication with your hiring stakeholders. Those who don't prepare in advance risk attracting unqualified applicants (and unhappy hiring managers). Here are two resources to help you start strong.

The Intake Meeting Form

In your kick-off meeting with your hiring stakeholders, use this form to identify what the role entails and what the ideal candidate looks like. Once you've completed for form, you'll have plenty of information to write the job description and deliver the right candidates. Your goal: know exactly what to look for in candidates before beginning your search.

The Hiring Manager Questionnaire

In the same meeting, ask these questions to your hiring manager to get a deeper sense of their working style and their team. Your goal: ensure your candidates are cultural fits who complement the team needs. A secondary goal should be to familiarize yourself with the nuances of working with your hiring manager.

Not a Recruiter or HR Generalist?

As the hiring manager, you can still fill out the intake form and ask yourself these questions. When you take time to reflect, you'll identify what the role and your ideal hire should look like.

Intake meeting form

Role:	Intak
Position Description:	
Title:	
Location:	
Reporting manager:	
Background and business need:	
Skills/experience	
Must-haves:	
Nice to have:	
Can be trained:	
Culture fit requirements:	
Years of experience:	
Certifications or examinations requirements:	
Target companies, titles, universities:	
Sample career opportunities/trajectories:	
Internal candidates to consider:	
Compensation	
Range:	
What does success look like in this role?	
How will you measure or define success?	

ke Meeting Date:

Level (entry, senior, etc.):	Department:	
Education requirements:		
Bonus:	Equity:	

What will the person achieve in this role? What are examples of achievements by others in this position? What would make the hire NOT a good fit? What is in it for the candidate? What are selling points for the role, team, and the company? Why did you join and why do you continue to stay at the company?

Milestones & process:

Selection Criteria:
Interview process (e.g., batch days, panel interview days, assignments, etc.):
Interviewers:
Interviewer requirements (e.g., training, time commitment, feedback, etc):
What are areas of focus during the interview?
Timeline
Target date to fill:
Target for first set of candidates to review:
Target date for decision-round interviews:
How many candidates do you need to interview before making a hiring decision?
Candidate experience requirements:
What is the preferred method for delivering status updates (e.g. setting recurring meetings, sending emails, phone calls, etc.)?

Hiring manager questionnaire

About the hiring manager

- 1. What are the most important aspects of your job?
- How would you define your managing style? 2.
- 3. As manager, what would your team say are your strengths and weaknesses?
- What type of tasks do you like? What types of tasks do you 4. not like?
- What do you appreciate in people? 5.
- What do you consider as excellent performance? 6.
- What traits make it difficult for you to manage effectively? 7.
- How do you manage conflicts? 8.
- How do you lead people? 9.
- **10.** What are your expectations of your team members?

About the team

- **1.** Describe your team in 3 words. Why did you choose those words?
- What is your team doing that makes this open role exciting? 2.
- Would you say your team's structure is hierarchical or flat? 3.
- What types of personalities are on your team? 4.
- What types of personalities mesh well with the team? 5.
- What are your team's strengths? 6.
- What are gaps within your team? 7.
- What is the average age or senority of your team members? 8.
- How long have your employees worked for the company? 9.
- **10.** What is more important to you when considering a new member to your team?

Write your job post

45 min activity

Now that you have done your research, use it to write a compelling job description. Ultimately, you want an interested candidate to think you wrote the job description just for him or her.

Use this Job Post Template to get started. A good job description shares what's in it for the candidate, describes the role's impact, and explains what success looks like in the role. It helps to clearly list 4-6 bullet points about what the person will be doing in the role. Add skills and experience to attract more quality candidates. End your post with a brief overview of your company and why it's a great place to work. If you turn your job description into a story, you'll entice talent to read and apply.

For inspiration, here are two real-life examples of a stellar job posts. From senior to administrative, job postings are effective for most types of roles and seniority. See what makes these examples great and how you can apply similar tips to your job posts.

Job post template

lob function: Employment type: Seniority level: Employment type: Company: C		
Employment type: Job title: Company: Job Description: Required Skills: Related Education:	lob function:	Employment type:
Job title: Company: Job Description: Required Skills: Related Education:	ndustry:	Seniority level:
Job Description: Required Skills: Related Education:	Employment type:	
Required Skills: Related Education:	lob title:	Company:
Related Education:	lob Description:	
Related Education:		
	Required Skills:	
Company Description:	Related Education:	
	Company Description:	

Turn this draft into a post by completing the template on LinkedIn.

Job post example

Office Manager Wrike

San Francisco Bay Area

Job description

Share what's in it for the candidate

Describe what the person will achieve

Clearly communicate daily tasks and responsibilities

Add some humor!

Wrike is looking to add a bright, resourceful, and organized Operations Analyst/Office Manager. You'll be at the center of the team's operations. This position requires initiative, attention to detail, ability to learn quickly, ability to manage internal and external relationships, ability to work with senior executives, and superb communication skills. This is an ideal position for a smart, motivated individual who is passionate about delivering strategic value and work in a high powered, collaborative environment. You'll look to ace your core responsibilities while taking on new projects that move Wrike (and your career!) forward.

On any given day, you'll be doing one or all of these things:

- Create new processes that have the operations of the office in top notch shape and streamline the efficiency (ie ordering supplies, meals, managing requests)
- Field various requests and inquiries from team members, and help them problem solve
- Greet visitors and serve as host for all guests to the office
- Mange our vendor for daily catered lunches for the office, no person shall be hangry!
- Keep the office well stocked at all times (snacks, supplies, swag) .
- Bring order to the office by ensuring cleanliness and organization in
- all areas Assist with managing all Bay Area team and company events
- Manage special projects and assignments for various needs throughout • the year
- Lead and assist with event planning including meeting set up, catering • as needed
- Organize, prioritize and coordinate multiple work activities with the ability to meet deadlines
- Proven ability to manage projects, work under pressure
- Use initiative and judgment within established guidelines •



Job posted by

Spencer Mellon San Francisco Bay

Send Inmail

Industry

Computer Software and Information Technology and Services

Employment type

Full-time

Experience

Associate

Job function

Administrative

Explain what a successful candidate looks like

Highlight soft-skills

to ensure culture fit

Sell your company

as a great place

to work

Position company challenges as skills

Desired Skills and Experience 2+ years of administrative experience

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- Minimum BA/BS degree programs independently
- You use data whenever possible to drive your decisions, you are strong analytically with the ability to translate data into action planning.
- You thrive on making order out of chaos Able to efficiently manage and prioritize multiple projects simultaneously
- Comfortable with giving and receiving feedback
- Ability to be flexible in response to changing priorities and needs.
- Outstanding written and oral communication skills
- Incredibly bright, high-energy individual, with a passion to learn and contribute
- You are highly collaborative and team oriented
- You have experience working with remote teams
- keep your team informed

Meet Wrike

Company - software - 201-500 employees

You have demonstrated project management skills and ability to drive

- You work well with little direction but know when to ask for help and

Job post example

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Call out key skills

up-front to attract

quality candidates

Explain what a

looks like

successful candidate

Showcase company

Meet and exceed

sales

aggressive quarterly

aspirations and goals

Head of Business Development & Operations OnePlus

Bangalore

Job description

Job description: Be the vital link between OnePlus and our partners. As a Business Development & Operations Manager, you will leverage your business savvy and deal-making skills to target key distributors in our effort to set up a global distribution network. Your responsibilities will include defining key distribution markets and driving business relationships with a wide network of mobile and electronics distributors.

The ideal candidate will have a strong ability to think strategically and analytically about business opportunities, and a demonstrated track record of cultivating complex partnerships with a lot of moving pieces. A keen sense of ownership, efficient execution, and scrappiness is a must.

We're offering the right person a once in a lifetime opportunity to play a key role in building the next big global technology company. We're still at the ground floor, with infinite challenges. Getting in now gives you access to O-dramatically impact the future direction of OnePlus.

Responsibilities

- Identify and target prospective partners and effectively communicate the unique value proposition OnePlus brings to each partner.
- Execute on a range of partnership opportunities in India while working with internal stakeholders in the Operations, Logistics and Finance teams at OnePlus.
- Meet and exceed aggressive quarterly sales and market growth targets.
- Maintain a rolodex of relevant networking contacts within the mobile distribution and carrier space.
- Prepare and give periodic reports to OnePlus senior management regarding progress and roadblocks in hitting sales and market penetration targets.





Send Inmail

Industry Internet

Employment type

Full-time

Experience

Director

Job function

Business Development



Highlight soft-skills

to ensure culture fit

Distinguish must-

haves versus "nice

Set expectations

to have"

- 8+ years of business development and sales experience in India.
 Experience with establishing and maintaining business relationships at partner companies.
- Strong verbal and written communications skills are a must, as well as a deeply proactive approach to meeting and exceeding goals.
- Ability to combine business, strategy, finance and legal concepts to structure multi-faceted deals and to work with a spectrum of partners.
 Previous experience working with mobile carriers, online and offline distributors, and e-commerce platforms is a plus.
 Fluency in English is a must. Ability to communicate in other languages is a plus.

Meet OnePlus

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Calling all crazy smart brains, re OnePlus in our quest to chang disruptive business models. Be ship taking off in an insane way

Highlight the impact the candidate will have

Company - internet - 501-1000 employees

entless hustlers and evil geniuses. Join the world through amazing products and a part of the founding team of a rocket

How LinkedIn Job Posts encourage quality applicants

LinkedIn Job Posts give potential candidates a personalized window into why your company is unique and helps them decide wether your job opportunity is right for them.



Candidates can see employees who share their past work history.

San Francisco Bay Area

Judy Castro · 1st

San Francisco Bay Area

Message

Analyst at Paularino Systems

Meet the team at Paularino Systems

Message their

employees

connections who are

Candidates can reach out to employees they

know to get an inside

perspective on what makes you company



Manage your post

30 min activity

You've written and posted your open job. Nice! Now what?

Get proactive: don't just post and pray for candidates to start rolling in. It may take a little more time, but sharing your job in the right social networks will help get it in front of the right talent. Use this checklist as your starting point, and use the sample messaging to save time when getting the word out.

As applicants start rolling in, efficiently review resumes and LinkedIn profiles by keeping an eye out for basic necessities and "nice to have" qualifications the ideal candidate should possess. Here are two visual guides to help you guickly identify quality applicants.

Tracking applicants with LinkedIn:

After you post your jobs on LinkedIn, you have easy-to-use tools for managing incoming applicants as well as real-time analytics on who is viewing and applying to your jobs.

Where to share checklist (\checkmark)

Copy the job post link. Paste and share it with...

Your personal social media channels (e.g., LinkedIn, Twitter, Facebook).

Manager. Start a new chapter in your career with us: [link]

Your company's social media channels (e.g., LinkedIn, Twitter, Facebook).

graphic designer: [link]"

Relevant LinkedIn Groups that you are a member of.

job description: [link]

Don't forget to message...

Your employees. Ask them to share with their social networks, friends and past colleagues.

by emailing me directly.

Your old colleagues. Ask if they know of any great candidates.

medalists. Would appreciate any referrals you may have.

Your friends. Ask if they know anyone who would be interested in the role.

We're hiring! Be a valued partner to our top-tier clients as a Relationship

This copy should read "Work for a game changing e-commerce beauty retailer! Join BeautyBar to create beautiful digital experiences as a web

We're expanding our engineering team and searching for talented women in tech, specifically Software Engineers and UX Designers. Interested? Check out the

Know someone who would be a great fit for our company? We have two new open roles - a Quality Control Manager and a Supply Chain Director. Links to both job descriptions are below. Share the post with your networks, or refer a candidate

Hi Maria - Hope you are doing well! It's been a while since we last spoke, but I was wondering if you knew of any digital marketers that specialize in ad buys? We just opened a role for a Digital Marketing Specialist. Given your expertise recruiting for marketing, I thought you might know of some great candidates or silver

Hey Drew - Was get catching up with you last week at Amit's place. I meant to ask you, do you know of any financial analysts looking to make a move? We're growing our team and thought you might know of a few great people. Thanks.

Linkedin profile review guide



What to look for:

1. Fact-check

Make sure the candidate's LinkedIn profile matches up with their resume, especially job titles and performance metrics.

2. Experience

Candidates often outline their background in the Summary section. Start here to save time evaluating experience.

Jump to the Experience section to see if it's related to the position you're looking to fill.

3. Culture

See how the candidate's personality is reflected in the Summary section to help you assess cultural fit.

4. Keywords

Based on the role, search for keywords that reflect the candidate's knowledge and proficiency for the job.

5. Responsibilities

See if their day-to-day is relevant to your role.

6. Accomplishments

Some candidates don't feel comfortable sharing performance metrics publicly. Look for successful projects they've completed or programs they've launched.

7. Length of position and employer

Get a sense of experience and job stability by looking at how long the candidate has been in their current and past positions and companies.

Resume review guide



What to look for:

1. Format and typos

Do a quick scan for formatting issues, grammar errors and typos. How well their resume is written speaks volumes.

2. Experience

Start at the first section to see if it's related to the position you're looking to fill.

3. Keywords

Based on the role, search for keywords that reflect the candidate's knowledge and proficiency for the job.

4. Responsibilities

See if their day-to-day is relevant to your role.

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5. Performance metrics

Look for results and KPIs the person has achieved to see how they will make an impact at your organization.

6. Length of position and employer

Get a sense of experience and job stability by looking at how long the candidate has been in their current and past positions and companies.

7. Skills, education, and certifications

See if they meet the skills and requirement for your role.

What do recruiters recommend?

6 recruiters share how to assess a resume in 6 seconds.

Parting thoughts

We hope this kit gives you the resources you need to better manage your job requisition process and attract quality applicants efficiently. Not everything is onesize-fits-all, so be sure to personalize and experiment to see what works best for your organization and culture.

More resources

Want more inspiration? Check out these 7 Tips for an Irresistible Job Description.

Want to easily promote all your open roles on LinkedIn? Consider LinkedIn Job Slots.

Need to hire quickly? Manage high-volume hiring with the **Tactical Guide to High-Volume Hiring**.

About us



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About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 433 million members worldwide, LinkedIn is the world's largest professional network.

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