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*Celebrating 10+ years of bringing nurses, educators and employers together*

# Tips

## to Writing the Perfect Job Posting



**In this tight labor market, finding candidates to fill your open positions isn't easy. Writing a great job posting that explains the job, your company and its culture, is key in attracting qualified professionals. The information included should be detailed and honest, but brief as well.**

# Here's our Job Posting Checklist

## 1 Job Title

When looking for a job, the first thing a candidate searches is the Job Title. They may see it in a Google search, on the DiversityNursing.com job board, or on your organization's website. Since the Job Title is the first thing the candidate sees, it must grab their attention so they click through for more information.



### Do

- ✓ **Use Keywords**  
If you were looking for a job, what words would you use to search for your position?
- ✓ **Be Relevant**  
Make sure what you write offers a real picture of the position.
- ✓ **Be Clear**  
Use grammar everyone understands.
- ✓ **Keep It Short**  
You'll have plenty of room in the rest of the posting to talk about your company, location, etc. Keep this field to the job title only!



### Don't

- ✗ **Use Internal Company Terms**  
People outside your organization won't understand. They'll be confused by your internal company language and won't apply. (i.e. Registered Nurse – 6 West or Clinical Nurse – Green Pavilion). Those "areas" mean nothing to someone outside your organization.

## 2 Company Description

Healthcare recruitment is competitive. Getting your job postings to rise to the top is a challenge. Hiring qualified candidates isn't your only priority. You also want to show them WHY your company is the best fit for their career.



### Do

- ✓ **Include Company Achievements and Perks**  
Highlight why working for your company is the right choice for the candidate's future. What benefits stand out against others in your industry? Include positive information about your culture, employee satisfaction and awards.
- ✓ **Be Honest**  
Tell the truth and be realistic about the work environment.



### Don't

- ✗ **Make Stuff Up**  
Don't embellish what your company is all about if it isn't true. A new hire won't stay long if you set expectations that are false.

# 3

## Job Description

Describe what a day working in the position is like. The more accurately the posting reflects the actual position, the more likely you will attract qualified candidates.

### ✓ Do

- ✓ **Include Key Responsibilities**  
Be clear and detail the most important responsibilities of the job.
- ✓ **Include Position Details**  
Job type (FT, PT, per-diem, etc), location, days/ hours, salary range, benefits and physical environment.

### ✗ Don't

- ✗ **Be Vague**  
This is the section of the job description where you want to provide clear details about what this position's role is in your company.



# 4

## Qualifications

Be specific about education, years of experience, and essential skills.

### ✓ Do

- ✓ **Include "Required" Traits**  
What are the actual requirements vs the preferred? Include education level and # of years' work experience required.
- ✓ **Include "Desired" Traits**  
These are the ideal skills and knowledge you prefer the candidate possesses, but is not required to be eligible for the position.

### ✗ Don't

- ✗ **Leave this information out of the Job Description**  
You want to attract the right candidates with the qualifications you seek so be clear about what is "required" for the position and what is "not necessary", but would be a plus if they had the desired skill(s).

# 5 Call to Action

Make it easy to apply, and if possible, offer several options to apply.

## ✓ Do

### ✓ Offer Simple Instructions

Include a list of all required documents necessary to apply, deadlines, and a link to the application.

### ✓ Provide Contact Information

Applicant Tracking Systems (ATS) are in place at many employers. With very difficult positions to fill, you want to make it effortless for these candidates to contact you. To do that, provide a name, title, email address and phone number for the contact person within the company who is recruiting for the position.

## ✗ Don't

### ✗ Make it Difficult to Apply

If you do, the candidate will get frustrated with the process and not apply. It could create ill will with the candidate that they share with colleagues and friends about your company. You don't ever want that to happen!

Now that you've gone through the Job-Posting Checklist Do's and Don'ts, your jobs should receive more exposure to qualified healthcare professionals!

Now it's time to post your open positions and find the perfect candidate with [DiversityNursing.com](http://DiversityNursing.com)



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