A job posting can make or break a job seeker’s view of your company. Here’s how to get it right the first time, every time.

**POWERFUL JOB POSTING**

**Features:***

- Clearly defined job duties/responsibilities
- Use bullets to break up the text and list things like required skills and company benefits.
- Provide a comprehensive statement that answers key questions.

- **Job Title:**
  - Make your job title sing and stand out in the crowd.
  - Utilize Talentstream Supply & Demand to find common job titles candidates use in their job searches, or select from the drop down of frequently used titles.

- **Location:**
  - Include a street address in your location so job seekers can estimate their commute time. You'll reduce the number of applications from those not willing to commute to your job location.

- **Company Name & Logo:**
  - Including your company name and brand logo differentiates your job posting from competitors.

- **Company Overview:**
  - Be sure to include information about your company and culture to ensure you attract job seekers who are not only qualified, but who also share the same values and vision as you.

- **Education & Experience:**
  - Including education and experience levels helps candidates determine if they have the background needed to be successful in the role.

- **Job Description:**
  - Keep your job description informative but brief by focusing on the major responsibilities of the job and how the position relates to the overall business.

- **Requirements & Qualifications:**
  - The more information you provide, the more likely a job seeker can determine if the role is a fit for their skills. Be sure to differentiate between ‘must-have’ skills and preferred skills.

- **Compensation:**
  - Salary information is ranked as the most important detail that job seekers look for. 74% of job seekers say having these details positively impacts their decision to apply.

- **Apply Now Button:**
  - Working job seekers look to apply through CareerBuilder makes it fast and easy to submit an application.

**Components of a Job Posting Impact a Candidate’s Decision to Apply:***

- **85%:** The more information you provide, the more easily a job seeker can determine if she or he is a fit for the role. Be sure to differentiate between “must-have” skills and preferred skills.

- **Allowing job seekers to apply through CareerBuilder makes it fast and easy to submit an application. We see about three times the number of applications when candidates apply on CareerBuilder rather than an external site. CareerBuilder can often integrate with your ATS to reduce candidate drop-off and automatically load applications into your ATS.

**Powerful Job Postings Have Most or All of the Following Features:***

- **What components of a job posting impact a candidate’s decision to apply?***

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**The Anatomy of a Powerful Job Posting**