

How to Write an Effective Job Posting

What is a job posting and why do you need one?

Job postings are one of the most crucial elements of recruiting qualified candidates for vacancies in your company. It's a general guide, created to provide the necessary information for a job position and to introduce the company to potential employees.

Many companies use a template for their listings to keep them as similar as possible and maintain a consistent company brand. This is not a bad thing however if you want to attract the right candidates, it's essential to write an effective job posting that will resonate with them. A compelling job posting can help your company stand out from the crowd, which will allow you to fill your vacancy faster.

Below are some of the functions that a good job posting seeks to fulfill:

Present the company and its culture

First impressions are important, and your job listing will have a huge impact on how potential candidates view your company. Aside from the more general things, such as what type of business you're running, you can showcase information such as:

- your purpose, mission, and priorities
- how many years you have been in business
- some of your interesting projects or clients
- community work you're involved with
- the kind of equipment you work with
- business location
- perks, and any company incentives.

It's also important to talk about your company's culture; culture describes to potential job seekers what it's like to work at your company, e.g., is it inclusive, welcoming, flexible, employee focused, family oriented, etc.

Describe the role

Write a compelling title that will grab the attention of potential candidates (it's best not use filler words or make the title long) – think about your target audience and what they might be searching for.

- A great example: Energy Manager
- A bad example: Field Energy Business Associate

The next step is to let job seekers know what they're signing up – what are the duties and responsibilities of the role? Summarizing the most interesting parts of the job is the priority, rather than listing all the employee's duties. Applicants should know what will be expected of them if they're hired. But remember that accuracy doesn't mean exhaustion. List the essential functions of the position without going to great lengths to describe them.

If it's a supervisory role, for example, explain more about the positions they'll be overseeing and the expected outcomes of their management. If it's a posting for an hourly paid job, focus on critical tasks, the pace of the working environment, and the working hours. For example, does the position come with a flexible schedule? Or working on shifts? Specify this in the job posting.

Outline the qualifications and skills required of the ideal candidate

This is the easiest way to filter out candidates who aren't right for the position. And it will also help you to avoid bad hires. Don't be afraid to list as many qualifications as you deem necessary, but also remember it's important to have realistic requirements for the position.

Take the candidates through the application process

Describe step by step what happens from when people first apply to when they're hired. This can be particularly useful if the position you're looking to fill only requires an interview before you pick the right candidate. The people who are immediately available will apply to listings that describe a short hiring process; if your hiring process is long, you can also target candidates who aren't instantly available.

Recruitment resources:

Career Beacon
ISANS (Immigrant Services Association of NS)
Black Business Initiative
reachAbility
Diversity Employment Network
NS Works
CANS (Construction Assoc. of NS)

Sample Job Posting Template

Title: HVAC Service Technician

About Our Company

Green Energy was founded in 2014 by a team of energy advisors wanting to advance the energy efficiency sector in Atlantic Canada. Having owned and operated an energy auditing company for the last 8 years and administering over 30,000 energy assessments, we felt that providing energy efficiency upgrade recommendations alone was not enough.

Today, Green Energy is over 150 employees strong and has locations throughout the Maritimes with plans on expanding throughout Canada. To find out more about us **put in a link to the company website**

Why you'll love working here:

- Focus on work-life balance – you'll never get a call after hours!

- Supportive management – we know you’re a person first!
- Flexible schedule – sometimes people need time to do things that can only happen during working hours. We always do the best we can to accommodate all our staff’s needs!
- Competitive salary – we understand that our staff needs to be able to afford to live. We invest in our staff so they can invest in being their best selves!

Position Description:

We are looking for an HVAC Service Technician to join our Dartmouth NS team immediately. As we continue to grow, we are always looking for the right talent to join our team! We are looking for an individual with at least two years of experience in the Service of residential HVAC equipment. Duties will include service of ductless mini split heat pumps, ducted heat pumps, and ventilation systems.

A snapshot of what you will be involved with:

- Follow directions from the journeyman to complete installations
- Assist in the installation of residential and commercial heating and cooling units
- Assist in installations of ductwork required for residential and commercial heating and cooling systems
- Assist with diagnostic of commercial and residential heating and cooling systems
- Other tasks as assigned by journeyman and management

What Will Help You Succeed?

- Minimum two years experience in HVAC service.
- Ambitious, detail-oriented, friendly, willing to learn/adapt, and works well in a team environment.
- Great communication skills
- Clean Drivers License
- Bilingual

If you would like to be considered for this opportunity, please submit your resume and cover letter, clearly articulating how you meet the above-noted qualifications. Applications can be submitted in confidence to XXXXX.

Green Energy is committed to fostering a culture that is supportive and values others, one that is grounded in diversity and inclusiveness. We welcome applications from all qualified candidates, including women, Indigenous peoples, persons with a disability, racially visible persons, persons of minority sexual orientations, and gender identities.