How to write a compelling job posting:

Attracting the right applicants to your job posting not only save you time (screening through numerous resumes), but well-written post leaves applicants feeling excited at the prospect of being considered for the position and working for your organization.

Job Title

This is the most important part of your posting. It is the first thing that applicants see when they are scrolling through job postings. It needs to catch their attention and be in line with what they are looking for.

Include the job title/key skills in the heading. A vague title will not attract as many candidates as a concise one.

Company Name

Write out your organization's name in full. Not everyone knows what the abbreviated name you may use internally stands for.

Location

The more specific you can be, the better. Applicants want to know where the job is located. Is it Central or SW. As well as filling in the 'Location' field when filling in the online job posting form, you may also want to add more specific information about where the job is based. Is it a new center that has just opened? Are there good transport links? Where people work is often just as important as the role they are taking on.

Salary & benefits

There are some situations in which you can't advertise salary; but if you can, it will influence the number of views and applications your posting receives. Salary is the most immediate indicator of the job's level, and it's the next place the candidate will look after your headline.

If your organization has great benefits and rewards offered to employees, include those too. What would make them want to apply for your role rather than a similar position with a competitor? Do you support training and development? Medical benefits? Adding any additional perks makes your job posting stand out.

Job Description

A good place to start is by talking a little bit about your organization and what makes it stand out from its competitors. Do you have a reputation for the excellent care and programming? Include that in the description.
A common approach is to treat the body of the ad in the same way as you would an internal job description – don't. Highlight any interesting tasks that they will be performing. A well-written job description makes all the difference in attracting the right applicants. The job description should leave the applicant thinking "this job sounds perfect" and "I really want to work for that organization"

Make a list of the skills, qualifications, and personality traits that you are looking for in an applicant. Then separate them into the essentials and the non-essentials. That way an applicant will not skip the posting just because they think that they are missing a key skill when it's actually a non-essential one for you.

How to Apply

Include how you would like candidates to apply for the position. If you would them to apply via email, then include the email address. It may seem obvious but if it is not included then it often leaves the applicants wondering how they should apply.