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EMPLOYER RESOURCE

# 10-Point Job Posting Checklist

Write stronger job descriptions, reach the right candidates, and make every posting count.

> **Before you click Post, use these 10 checks to make your job easier to find, understand, and act on.**

1. **Use a clear, searchable job title.**
   Choose thetitle candidatesactually searchfor. Skip internal jargon, abbreviations, and clever titles that hide the role.

2. **Open with the essentials.**
   In thefirst few lines, state what therole does, who it supports, the location or work arrangement, and why the opportunity matters.

3. **Separate must-haves from nice-to-haves.**
   Keeptrue requirementsfocused. A long wish list can discourage qualified candidates who could succeed in the role.

4. **Be transparent about pay and work conditions.**
   Include salaryrangewhenpossible,location, remote or hybrid expectations, schedule, travel, and other practical details.

5. **Make responsibilities specific and outcome-focused.**
   Use 5to 8concisebulletsthat showwhattheperson will own, accomplish, improve, or influence.

6. **Write for people, not algorithms.**
   Use plain, inclusive language and natural keywords. Avoid keyword stuffing, clichés, and unnecessary jargon.

7. **Show why candidates should care.**
   Highlight mission, team,impact, growth, benefits, flexibility, or other real reasons someone would choose this opportunity.

8. **Make the posting easy to scan.**
   Use short paragraphs, bullets, clear headings, and consistent formatting. Assume many candidates will read on a phone.

9. **Complete every posting field.**
   Chooseaccurate categories,specialty, location, employment type, and experience level so the right candidates can find the job.

10. **Proof, publish, and keep it fresh.**
    Check accuracy,links, grammar,andaccessibility before posting. Monitor results and refresh or adjust the post when response is weak.

**Need broader reach? Careers Network powered by Momentive Software helps employers connect with specialized talent through trusted association career centers.**

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