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**Tip for an Enticing Job Posting**

Nearly half of the jobs advertised online are open for more than 90 days and can cost more than $400/month, so if you are going to invest the time and expense into advertising you need to make sure you are getting the most out of it. Approach your ad by putting the shoe on the other foot. Do not speak in terms of the job you want someone to do. Speak instead about why someone would want to do your job and how it plays an important role for the company.

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|  | Answer the candidate’s main question: What’s In It For Me? |

**Sample Job Advertisement**



**Receptionist**

**Description**

We have an amazing opportunity for an experienced receptionist who thrives on being on the positive side of every day. We are centrally located just off the interstate, so your commute will be a breeze, and once you get into the office you will find a friendly group that really has each other’s backs. This is a dynamic workplace, and the right candidate will provide important support to a management team as well as presenting a professional face for the company to the diverse clientele passing through the front doors every day.

**Skills/Responsibilities:**

* This job is ideal for someone with clear communication skills, both written and verbal. You may be called on to represent the company in various correspondence and email capacities.
* Excellent customer service on the phone and in person. You will greet all customers in a way that provides a welcoming environment as they enter the office.
* Basic office/clerical tasks including filing, data entry and use of office equipment such as fax machine/copier/printer.
* Working knowledge of Microsoft Office programs.

**Education/Qualifications:**

High school diploma required, If you have two to five years of experience in a strong customer service/reception position and love providing friendly helpful service to new faces every day, this is the job for you!

We have been in business for over 20 years and many of our first employees are still a part of our expanding family. This is a caring and supportive place in which to grow and thrive.



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What’s In It For Me?

Weave WIFM throughout the opening paragraph, skills/responsibilities and about the company sections of your ad.

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| --- | --- |
|  | Job Title |
| *WIFM: Describing the job advert components is a way that appeals to people “what’s in it for me.”* |
| **Opening Paragraph:** Describe an enticing job using your job marketing statements from the Marketing Your Opportunity WorksheetWhat’s In It For Me? |  |
| **Skills/Responsibilities:**Avoid a list of must haves. Speak instead about pride andjoy of getting to do this job.What’s In It For Me? |  |
| **Education/Qualifications:** Do not be vague or overestimate. |  |
| **About the Company:**Establish employer credibility and culture.What’s In It For Me? |  |