JOB AD SMART PRACTICES CHECKLIST

Make sure to check off all the boxes when you’re getting ready to post your next job ad.

STICK TO YOUR OUTLINE

☐ Job title (your headline)
☐ Marketing summary (your pitch)
☐ Responsibilities (the opportunity)
☐ Requirements/Preferences (the must/nice-to-haves)
☐ Benefits (what’s in it for me)
☐ Call to action (the transaction)

BEFORE YOU POST

☐ Check your job title by doing a quick search on Monster
☐ Remove any internal jargon
☐ Read it aloud to catch any typos

AFTER YOU POST

☐ Search for your ad and review it
☐ Apply on a mobile device and a computer (to ensure a good apply experience)

THINGS TO CONSIDER

☐ Source tags (to see where applicants are coming from)
☐ Apply with Monster (to make it really easy to apply)
The Marketing summary is your opportunity to communicate your value proposition. You want the marketing summary to help bring the position to life. Set yourself apart from your competition and get creative. Cater your recruiting pitch to your ideal candidate by making it personal, so they can imagine what it will be like to work there. Be authentic and highlight your strengths. Just don’t get too carried away and stay clear of embellishments.

This is the section that will set your job ad apart from other lengthy job descriptions. You only need to list the main responsibilities. Everyone knows that an ad isn’t the end all on what they will do on the job, a high-level overview will give them just enough information to know whether the position is right for them. Include relevant rich keywords in your responsibilities. This helps the seeker imagine what the job will be like.

It’s a good idea to understand how your search engine works. Search engine optimization (SEO) will help your job titles appear higher in a seeker’s search results. Using the same keywords a job seeker might search for is a great place to start.

The job title is where you want to be like everybody else, no fancy titles, nothing crazy. Your goal is to be simple and to the point.

Your job titles should be industry standard titles. Industry standard titles are already optimized for search engines.

**JOB TITLE**
(your headline)

**MARKETING SUMMARY**
(your pitch)

**RESPONSIBILITIES**
(the opportunity)

**Director of first impressions**

**Receptionist**

Are you a Registered Nurse that loves the fast pace, ever changing environment of the ER? Do you want to be a part of a company that believes that the heart of our dedicated nurses is what makes us successful? Then join our team!

Designer to provide assets to the Marketing team.

The Graphic Designer will deliver emails, banners, brochures and signage to our Marketing team.

Make sure to replace any internal jargon with industry terms. Industry terms can be understood by a much larger audience!
Consider the non-traditional benefits you may already offer. T-passes (commute reimbursement), the ability to work from home and casual Fridays are great benefits that appeal to your multi-generational workforce.

BENEFITS
(what’s in it for me?)

It’s important to let the job seeker know what the benefits are right in the job ad. It’s a major selling point, and seekers want to know what they’ll get out of the deal. You’ll want to think holistically about all the benefits your company and your company’s culture may offer.

There are two ways to format the benefits sections, a list of benefits or a few sentences. Either way, be specific about why the candidate should work for you and not another company. Think about what sets you apart.

Make sure what you are writing is actually what you mean. A requirement is a must-have or you can’t get the job. This is the time to be very specific, say what you want.

A preference is something that will make the candidate a super star in the position. List your preferences as a separate section. That way there is no confusion between what the requirements are and what the preferences are.

REQUIREMENTS/PREFERENCES
(the must/nice-to-haves)

- Masters’ strongly preferred but not required.
- Bachelor’s degree required. Masters’ preferred.

Benefits:
- Competitive salary
- Comprehensive benefits package
- Ability to work from home
- Tuition Reimbursement

We offer a collaborative work environment, flex schedules, an extensive benefits package and more – just a few reasons we were named one of the Top 50 Companies to Work For.

CALL TO ACTION
(the transaction)

Your ad has one job – get the right person to apply. Make it super easy to do by providing a clear call to action and a direct link to the application. If you send candidates to your career site or corporate website, they might drop off altogether.

Visit our website to learn more.

If you are interested in becoming part of our winning team please APPLY NOW!