Dice
Look to the tech leader first

Checklist for a Great Online Job Description

- ❑ **Company Description**: Have you included a description of your company? Does it accurately convey your company's brand? Based on this description, is your company someplace **you** would want to work?
- ❑ **Benefits**: What benefits does your company offer? Vacation, retirement and insurance packages are extremely important to some job seekers.
- ❑ **Location**: Where is the position located? Have you included the city and state? Remember that the Web is international and people could be looking at your ad from anywhere.
- ❑ **Job Title**: Is the job title accurate and standard for the industry?
- ❑ **Duties**: What will the person be doing day to day? How does the position fit in the big picture? Why would someone want this job? Remember that you are selling the job, not just describing it.
- ❑ **Skills:** What skills are essential for doing the job well? What skills would be nice to have? Be specific about what the job requires: you'll save time for everyone involved.
- ❑ **Experience and Training:** What work experience, training, and level of education are necessary for the position?
- ❑ **Pay range:** Have you included an accurate pay range for the position? Candidates often use salary as a key search criterion so, to be seen, you need to include it.
- ❑ **Clear call to action:** What do you want the candidate to do next? Send a resume? Apply on your company's Web site?
- ❑ **Relevant Keywords:** Have you included the relevant keywords needed for your online posting? If you don't understand them, has the hiring manager checked to make sure they are accurate?
- ❑ **Finishing Touches**: Have you checked spelling and grammar and eliminated jargon? Can you skim the ad and get the gist of the position?

Notes: