



FleetLogic®

GUIDE TO BUILDING GREAT **JOB** POSTINGS

www.getfleetlogic.com

Overview

It is pretty common for people to find job searching painful. Luckily for you, most of your competitors are doing themselves a disservice with their long and boring job postings.

To help you get ahead we will cover the best practices for creating effective job postings, and identify common roadblocks that may be blocking potential applicants.



5 Tips To Get You Started



3 Example Post Reviews



GUIDE TO BUILDING GREAT JOB POSTINGS

1. How Long Should Your Job Post Be?

Do job seekers want to read drawn out company overviews, lengthy job summaries, and detailed responsibility descriptions? Well actually, the research says they don't.

According to a study conducted by the job board site indeed.com, the job postings that get the most qualified applicants are between 700 and 2,000 characters. Receiving an average of 30% more applications.

2. Watch What You Say... Use Plain Language

Clearly you want applicants who have industry specific knowledge. However, jamming your job posting full of technical jargon and internal acronyms is doing you more harm than good.

Technicians that are job searching are more likely to get excited about a job posting that they identify with over a posting that challenges their knowledge. To keep your job postings light, use shorter sentences and save your fancy words for the interviews.

3. Generate Interest With An Exciting Job Description

NOTE: We are NOT going to exaggerate, or misrepresent ourselves in the job description.

The purpose of the job description is to sell the job to prospects. Some employers choose to oversell an opportunity to attract people. The issue with this strategy is that a lot of the higher quality applicants they want to attract can tell that it is too good to be true and this breaks their trust, then moving on without applying.

To write a job posting that gets quality applicants, talk about 2-3 things that set your organization apart from your competitors. Describe a day in the life, and don't sugar coat it. This will help to cut out a large number of the unqualified applicants.

It is also beneficial to outline your company goals, challenges you face, and specific projects that the applicant will be a part of. Being specific gives people a good idea about what you're about.

4. Outline Responsibilities Responsibly

Similar to the job description, when you outline what you are going to expect from people make sure to give it to them straight. For example, if you frequently work in confined spaces, say that! That way you don't waste time interviewing people who won't be a good fit.

5. Be Clear About MUST HAVES & NICE-TO-HAVES

This wouldn't be a good job posting guide if we didn't address the elephant in the room. Historically, job postings have done a poor job distinguishing between what an applicant must have and what the employer values as nice-to-have. The best way to fix this is to make them separate sections on your posts with unique headings.

Examples of headings include:

You Have To Be Able To & It Would Be Nice If You Could Also
You Have & You Might Also Have
You're Good At & Bonus If You Can
Essentials & Helpful Extras

Bonus Quick Tips!

- Provide a phone number for inquiries - calling will show initiative and you will be able to learn a lot about them over a brief phone call.
- Be conversational - replace terms like successful candidate and ideal applicant, with you. Using you makes it easier for people to think "Yes, that is ME!" making people who self-identify more confident to apply.
- Have a link to a page on your website where interested applicants can obtain more information about what working for you would be like.
- Have someone else review the post before making it public to ensure that it is error free and to get honest feedback.
- Avoid using rewards to bait the hook. People who join a team for the challenge will outperform people who join for the reward.

GUIDE TO BUILDING GREAT JOB POSTINGS

Example 1

Post Length:
1,576 Characters

Good opening
that gives two
main points
that set them
apart:

1. Room for
Advancement

2. Family
Oriented

Working
conditions are
addressed

Speaking
mostly to the
benefit. Less
focused on
the Challenges.

Pest Control Technician

[REDACTED] - Greater Toronto Area, ON
\$40,000 a year

[REDACTED] is quickly becoming the GTA's most reliable pest management company. As we are growing, we are now looking for a talented individual to join our team, where you will have a chance to thrive and grow in a family oriented company with a great opportunity to grow and succeed. We have immediate openings for the position of Sales and Service Technician.

Job Responsibilities

- Establishing and maintaining excellent relationship with new and existing customers to ensure client satisfaction.
- Providing pest control services to residential properties and commercial.
- Submit all work orders electronically on a daily basis
- Ensure that all work is documented according to policy

Qualifications

- Ontario Structural Pesticide License
- Knowledge of the pest control industry is a MUST
- Customer service oriented
- Excellent customer service skills
- Pest control Industry experience - 1 year or more
- Must have a valid G driver's license with a good driving record

Working Conditions

- Company vehicle provided
- Position requires being on the road to service client base
- Flexible Schedule
- Physically demanding – standing, walking, lifting, bending, handling of equipment

What can you get out of it?

- Starting salary of up to \$40,000, depending on experience
- Excellent benefits package (eligible after 3 month probation period)
- Business cell phone which is used to complete daily work
- Company truck
- Trainers with years of experience to help you master your role.
- Hands on management team for support and ongoing coaching.

Job Type: Full-time

Salary: \$40,000.00 /year

GUIDE TO BUILDING GREAT JOB POSTINGS

Example 2

Post Length:
2,143 Characters

Role Summary
describes the
tasks that will
be expected.

Use **YOU** rather than the
successful candidate.

Must Haves and
Nice-To-Haves
are mixed.

Did make marks
for "Preferred"
qualities.

Link to web
page where
applicants can
find more
information.

Preventative Maintenance Fire Technician

About the Job

Role Summary

██████████ is currently recruiting for a full-time Preventative Maintenance Fire Technician. The main duties of this individual are to carry out inspections, repairs and maintenance of fire alarm systems installed at our customer's site(s). In addition, the **successful candidate** will be responsible for the maintenance of various emergency systems such as lighting systems, and portable fire extinguishers.

Key Job Responsibilities

- Perform fire alarm system inspections as per maintenance contract specifications; attend to miscellaneous system service calls.
- Communicate with the customer frequently, recommend system improvements, and ensure that customer satisfaction is met.
- Complete various reports and documents related to the work performed.
- Complete inspections of fire alarm systems as per Can/ULC S536-04.
- Complete fire extinguisher inspections as per NFPA-10.
- Complete annual emergency lightning inspections as per provincial building code.
- Maintain company vehicle and vehicle inventory in a neat and orderly manner.

Educational /Technical Requirements

- Preferably 2-3 years of experience in the inspection of fire alarm systems OR minimum 3-5 years of experience in a related electronics field.
- Possess a valid provincial driver's license.
- Post-secondary diploma/degree in Electronics preferred.

Other Requirements

- General knowledge and use of hand tools.
- Good problem solving skills.
- Highly organized and able to work under pressure.
- Excellent oral and written communication skills in English.
- Strong interpersonal skills with a strong client service orientation.
- Adaptable to changing business environments.
- Self-motivated with a generally positive outlook.

Interested in joining a winning team? Please submit your resume and cover letter online at:

<http://██████████.com/AboutUs/Pages/Careers.aspx>. For the complete listing of open positions

within our

company, please visit the careers section of www.██████████.com. ██████████ is proud to be an equal opportunity employer. We thank all applicants; however, only those selected for interviews will be contacted

GUIDE TO BUILDING GREAT JOB POSTINGS

Example 3

Post Length:
1,823 Characters

Great use of original
headings.


Excitement is being
created with the use
of refreshing
positive words.

The post talks
directly to readers,
good use of
conversational tone.

Clearly laid out
expectations of job
responsibilities.

Requirements

High school diploma or GED required.
Refrigeration/HVAC trade or vocational certification preferred.
1 to 3 years of general technical experience required.
1+ years of refrigeration/HVAC experience preferred. - Plumbing and electro/mechanical experience. - Prior diagnostic troubleshooting.
Demonstrated mechanical, technical and electrical aptitude.
Basic computer skills.
Valid driver's license and driving record within MVR policy guidelines.
HVAC certification preferred.
I-Fountain or Best certification preferred.



CAREERS

Search for other opportunities ▶

Working for the World's biggest brand is no small thing.

It's all about creating a brighter future for our employees, our company, and our communities. If you're looking for a company where you can do your best work and make millions of people smile each day, you've come to the right place.

Ready to turn your enthusiasm into experience?

You are a friendly face, a brand ambassador and a sight for thirsty eyes. If you have the drive, energy and determination that it takes, refreshing opportunities await.

Happiness comes in many packages.

Every day is a chance to learn something new. We provide the resources to be successful, enabling you to take pride in your work and the company you do it for. We operate safely and responsibly, and reward individual accomplishments in a positive team environment. **Exciting, isn't it?**

Responsible for performing mechanical services on cold drink equipment.

Maneuver equipment in order to perform all mechanical services on cold drink equipment including preventative maintenance.

Keep all refrigeration equipment in proper operating condition.

Maintain positive customer relationships.

Prepare equipment in accordance with company standards.

Ensure vehicle has appropriate levels of parts inventory.

Maintain clean and safe work area.

Requirements are a
mix of must-haves
and nice-to-haves
but are still clearly
indicated