

What to include in a
Job Posting



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1- Brief description of the company's mission and values

An effective job posting should include a brief description of the company, its mission, and its values. The mission is the “raison d’être” or purpose. Here, it should be more about *why* the company or organization exists and not what it does. Then follows *who* the organization is, which means its values and culture. Finally, *how* the mission is accomplished; this portion of the description is dedicated to how the organization can realize its mission, i.e., types of services or products offered. Finally, this brief description should include why candidates should apply, the advantages of working for the company. This last piece of information is where companies present their benefits, incentives, rewards, and other benefits of working for the company. In this section, technology can be used to present the organization. For example, adding a link to a short video showing employees explaining why they like working for the company would have a more substantial impact on future candidates than simply writing these advantages in the job posting.

2- Point-form brief information on the position

Job postings should also include information like the title of the position, office location, work hours, salary, benefits, and other work conditions

3- Brief description of the main responsibilities and ideal candidate

The job posting should include a short description of the tasks and responsibilities associated with the position, followed by a few sentences describing what the organization is looking for in candidates. These last few sentences should include the

most important competencies and values the organization is looking for in candidates who wish to apply for the position.

4- List of qualifications and technical skills

In this section, organizations should list education, past experience, and specific technical skills, and other requirements.

5- List of competencies

Often, I see qualifications and competencies combined in the same section. I like to separate them. In this section, organizations present several competencies associated with the position. For examples of competencies, see the competency table at the end of chapter 1 in my book (a list and definition for each competency can also be found on my website at cynthiamathieu.com). In chapter 3 of the book, I discuss how to create a competency profile based on a job description. In this section, organizations can present 5-6 essential competencies from their more extensive profile. It is preferable not to reveal the entire profile; the objective here is to provide candidates with a number of competencies that are believed to be essential for accomplishing the tasks associated with the position.

6- Instructions on how to apply and the deadline for application

This last section is self-explanatory. Make sure to include the documents you wish to receive (CV, letters of recommendations, etc.), how candidates can share these documents with your organization, the deadline for application, and contact information for candidates who may have questions before applying for the position.