



# OPTIMISE YOUR JOBS

- Three simple steps to better recruitment.

# RECRUIT

## OPTIMISE YOUR JOBS



**ON LINKEDIN, YOUR JOBS ARE SERVED TO MEMBERS THROUGH PERSONALISED JOB RECOMMENDATIONS OR JOBS YOU MAY BE INTERESTED IN MODULES. WHEN YOU POST A JOB ON LINKEDIN, THERE IS AN ALGORITHM THAT MATCHES YOUR JOB TO MEMBERS WHO'S PROFILES ALIGN WITH WHAT YOU'VE POSTED, SO EVEN IF THEY AREN'T ACTIVELY SEEKING A NEW ROLE, THEY MAY BE ENTICED WITH AN INTERESTING OPPORTUNITY THEY SEE.**

The matching technology, or algorithm, leverages key fields to put your jobs in front of the right people.

### 1. Job Title

LinkedIn makes it easy to pick the perfect title. Just start typing in the Job Title field, and a list of suggested standardised titles will be displayed in a dropdown list. When you select one of these standard, specific job titles, your jobs will perform better in search results and the likelihood of the job appearing in Jobs You May Be Interested In of potential candidates is increased.

*Job Title:	Director of F
*Company:	Director of Finance Director of Facilities
*Country:	Director of Food and beverage
*Postal Code:	Director of Food Beverage
Location:	Director of Financial Aid
*Type:	Director of Finance Administration
*Experience:	Director of Financial Reporting
*Industry:	Director of Field Operations
*Job Function:	Director of Financial Services

### 2. Postal Code and Location

Make sure the postal code accurately indicates where the job is located, which may differ from where the company is located. This will ensure you target the correct geographic areas and that your job appears on targeted LinkedIn profiles.

*Postal Code:	<input type="text"/>	<a href="#">Find postal code</a>
*Location:	<input type="text" value="e.g. 'San Jose, CA' or Midtown Manhattan"/>	

Although the Location field is not required, the location is something that will attract candidates. Many big cities are divided into smaller areas and some of these smaller areas are more desirable to work in than others. The location should provide additional information about where the job is located, beyond the information someone could extract from a postal code.

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### 3. Industry and Job Function

Add up to three Industries and Job Functions each by clicking Add another. Choose either industry for job role, or your organisation. If you find that you're not seeing the right people, you can change the Job Function to get different results.

\*Industry: Professional Training & Coaching [Add another](#)

\*Job Function: Choose... [Add another](#)

### 4. Job Description

Your job description should serve as a conversation starter. It should catch the attention of candidates from the first couple of sentences. When top candidates view your job, you want them to be curious and feel compelled to contact you and find out more about the opportunity.

If you're having trouble getting started, you can search LinkedIn.com for examples of other similar job postings.

\*Job Description [Preview](#)

**B / U** [List Icon]

Are you a born leader? A financial wiz? A champion of change? If so, individuals with these qualities thrive here at Enigma Corporation!

As Director of finance you'll be in the drivers seat to make key financial decisions and oversee the financial planning and analysis for the Global Risk Solutions Group (GRSC) and more importantly, you'll wake up each morning knowing that you're directly impacting shareholder value as the director of finance for the Global Risk Solutions Group (GRSC). You'll operate as the key financial business partner to the SVP of Global Services and VP of Global Support Renewals.

Our finance team is actively involved in the success of Enigma Corporation in this role you'll be instrumental in the success of the organization. the reward is satisfaction! A future filled with passion, pride and knowing that you've played a key part in making key financial decisions for the Enigma Corporation.

### 5. Desired Skills & Experience

When identifying desired skills and experience, start by prioritising the must-haves. A lengthy list of skills and responsibilities is quickly disinteresting and makes it difficult for potential candidates to decide if the job is a good fit, and harder for LinkedIn's algorithms to find great profile matches.

Make a bulleted list of a few "make-or-break" requirements for the job. Put the most important requirements at the top, and avoid vague language that doesn't help your job stand out from the crowd.

Desired Skills & Experience [Preview](#)

**B / U** [List Icon]

- Bachelors degree in finance, accounting, business, or equivalent field (CPA preferred)
- 3-4 years of financial or related experience
- Knowledge of non profit GAAP accounting
- Experience working with a 501(c)(3) organization

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### 6. Company Description

If the company is an amazing place to work, your job should send that message to candidates. Use language that reflects the company culture. You can include quotes from current employees about what it's like to work at the company and why they enjoy their jobs so much. If the company has received awards or recognitions for its workplace programs, you should include that information as well.

#### Quick Tips

- Use your own network to maximise views.
- Update your LinkedIn status and tell your network about an open position with a link to the job.
- Join groups within specific industries or geographic regions and connect with audiences that are most likely to respond to your job. Share your jobs to these groups to increase awareness and engagement.
- Extend the reach of your LinkedIn jobs by sharing them on social networks like Twitter and Facebook.
- Write about an open position on a recruitment blog and add a direct link to the job.

#### Company Description

[Preview](#)

**B** / **U** [List Icon] [List Icon]

Enigma Corporation is a financial services company providing banking, insurance, investments, mortgage, and consumer and commercial finance across North America and internationally. Our organisation provides a growing number of professional and business clients with a broad range of services and products specifically designed to help meet their financial needs.

At Enigma Corporation, you'll find that we are committed to each client's individual financial success. Unlike companies that offer 'standardized' solutions to complex problems, we first listen to you. Then we think objectively in terms of how to best meet your specific needs by working within your existing financial pain to develop strategies that are customised for your solutions.



BUILD | ENGAGE | **RECRUIT**

**SHARING YOUR JOB WITH YOUR NETWORK WILL  
INCREASE ITS VISIBILITY AND HELP YOU BETTER LOCATE  
THE BEST CANDIDATES.**

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