7 Job Post Tips
Backed by LinkedIn data and insights
Improving your job posts with insights

When you’re writing a job description, it’s easy to imagine your perfect candidate poring over every word and applying without hesitation. But you know that’s not how it works. Candidates skim, consider multiple jobs, and can miss important details buried in your job description.

LinkedIn can help you put your job post in front of relevant candidates – but the better your job description, the better your chances are of getting that perfect candidate to apply.

Of course, what makes up a good job description can seem subjective. Everyone’s got advice, but it’s hard to know what really works.

That’s why these seven tips for effective job posts are all backed by data.

We analyzed how millions of real members have interacted with job posts on LinkedIn and conducted a study to see what candidates are looking for in your job description.

We’ve boiled down the results into seven simple tips to help you make your job posts more effective.
Keep it concise

Job posts with 150 words or fewer got candidates to apply 17.8% more often than job posts with 450 to 600 words.

Less is more. Shorter job posts had a higher application rate than longer ones, according to LinkedIn behavioral data.

Keeping things concise helps candidates immediately get the info they need. And since more than 50% of job views on LinkedIn are on mobile devices, shorter descriptions are a better fit for modern candidates.

Write shorter job posts to get more applicants.
Be careful of getting too casual

Candidates who were shown an extremely casual job description were 4x more likely to dislike the employer and 2x–4x less likely to apply.

We created three versions of a job description for the same mock job: a generic one, a formal one filled with business jargon, and a casual one with conversational language (plus a few jokes).

The casual job description – which included phrases like “kick-ass corporate manager” and silly hashtags like “#spreadsheets4life” – was worse at attracting people, according to our survey.

“I like the human tone, but I don't like it getting too unprofessional… I like to know that I am working with people, but I also want to know that they are capable professionals.” – Study participant

It’s good to be human and to reflect your company culture. Just don’t go overboard if you want to attract more applicants.

Don’t go overboard with a casual tone if you want to appeal to everyone.
Let candidates know what’s in it for them

Compensation, qualifications, and day-to-day details were highlighted as the most helpful parts of the job description.

At this stage, candidates may only spend a few seconds on your job description, so make sure you provide the information they’re looking for.

In our survey, candidates indicated that they want to know how much they’ll make, what kind of work they’ll be doing, and whether they’ll have a real shot at getting the job.

Put simply, candidates need to know if it’s worth investing more of their time. Once you’ve earned their attention with the right information, candidates are eager to hear about everything else the role offers.

Focus on job details, requirements, and pay.
4 Don’t spend too much time talking up your company

Candidates rated company, culture, and mission as less important and rarely highlighted them as helpful.

Candidates do care about your company and culture – it’s just not what they’re looking for in the text of your job description. Many people in our study mentioned that they often look for a company’s info on its website, LinkedIn Page, or in interviews, rather than in the text of a job post.

You should make it easy for candidates to learn more about your company in places like your website or LinkedIn Page. When it comes to the limited real estate of your job post, however, focus on the job itself.

Don’t let your company become the focus of the job post.
5 Define exactly what success looks like

Candidates found it extremely helpful to see the specific metrics that they should hit after one year on the job.

You don’t hire someone just for their education or experience. You hire them so they can get the job done. You’re looking for certain results, and candidates want to know exactly what those results are.

“The fact that the posting showed success criteria for the first year was impressive ... I can’t recall ever seeing [that before]. That information is super helpful to me as a potential candidate so I can know what my targets are. But it also shows a level of seriousness that the company has defined that up front.” – Study participant

Give explicit, measurable goals that the new hire is expected to achieve. These performance goals were heavily highlighted and highly appreciated by candidates in our sample job posts.

Including these goals is an easy way to significantly improve and differentiate your job descriptions. Talk to stakeholders to generate realistic, concrete, and quantifiable goals to include in your job post.
Get your job post up early in the week

Candidates view job posts and apply most often on Mondays.

Posting your job early in the week may yield more applicants over the first few days. People most often apply on Monday, Tuesday, or Wednesday, with just 15% coming in over the weekend.

So, if you’ve got your job post all queued up at 5:00 pm on Friday, don’t expect a tidal wave of applications. You’re likely to get far more candidates at the start of the work week.

Expect to get most applications in the first half of the work week.
Use gender-neutral words for greater diversity

Men applied to jobs they viewed 13% more often than women.

That means there may be more female talent out there than your applicant pool suggests.

A 2011 study found that job descriptions with masculine words made women less interested in applying, even though it didn’t make them feel less qualified. You can encourage more women to apply by avoiding terms like “strong,” “assertive,” and “ninja.” See the 2018 Ultimate Recruiting Toolbox for a handy list of biased words and the gender-neutral terms to replace them with.

Know that men tend to apply more readily than women.
Summing up the tips

1. Keep it concise
   Write shorter job posts to get more applicants.

2. Be careful of getting too casual
   Don’t go overboard with a casual tone if you want to appeal to everyone.

3. Let candidates know what’s in it for them
   Focus on job details, requirements, and pay in your job post.

4. Don’t spend too much time talking up your company
   Don’t let your company become the focus of the job post.

5. Define exactly what success looks like
   Include performance goals.

6. Get your job post up early in the week
   Expect to get most applications in the first half of the work week.

7. Know that men tend to apply more readily than women
   Use gender-neutral terms to avoid discriminating against female applicants.
Ready to hire?

Strike the right balance between finding a great hire, and finding them fast.

Access an active community of professionals
Get your job post in front of the most qualified candidates. Over 25M+ job seekers spend time on LinkedIn every week to discover opportunities and build their careers.

Match with qualified candidates
Tell us who you’re looking for, and get matched to the right candidates for your role. Personalized targeting and screening questions help 80% of employers receive a qualified applicant within 24 hours.

Reach the people you want to hire
Easily review and contact candidates you’re interested in. Filter applications based on required qualifications, hard skills, soft skills, and years of relevant experience.

Post a job on LinkedIn
We showed 450 members an example of a job description and asked them to highlight parts they found helpful, appealing, or would make them more likely to apply. Participants saw one of three mock job descriptions for the same fake job. The exercise resulted in these helpful heatmaps.

**HEATMAP LEGEND**

<table>
<thead>
<tr>
<th>Least helpful</th>
<th>Most helpful</th>
</tr>
</thead>
<tbody>
<tr>
<td>Least helpful</td>
<td>Most helpful</td>
</tr>
</tbody>
</table>

### A generic job description that is straightforward and plain

**Business Manager in Manhattan, New York**

**Job description**

We’re looking for an experienced Business Manager to lead a team of passionate employees.

The ACME Corporation isn’t just one of the world’s leading providers of healthy snack products—we’re a family of smart, hard-working professionals dedicated to making a difference. By producing fruit- and veggie-based snacks that are nutritious, delicious, and sustainably sourced, we help kids and adults live healthier lives.

**A truly cross-functional role, the successful candidate will implement our business initiatives across sales, operations, and marketing departments.**

**The role is challenging, but rewarding:** you’ll be expected to increase sales, reduce customer complaints, and boost our reputation.

This role can be the launch pad of your career. You’ll be expected to continually develop and master new skills, and with the help of our executive training program, many Business Managers rise to become Directors and VPs within the ACME Corporation. The job comes with a starting salary range of $75,000 - $95,000 and generous benefits, including health insurance, parental leave, short- and long-term disability coverage, and employees wellness programs.

**Responsibilities**

- Manage a team of 15 direct reports.
- Ensure they meet their performance goals.
- Develop and execute new strategies to succeed in increasingly changing markets.
- Approve and maintain budget expenditures for maximum return on investment.
- Report to the executive team or key business opportunities, risks, and needs.
- Maintain and elevate the company’s reputation by representing us at key industry events.
- At the end of your first year, success would mean increasing revenue by 25%, improving our customer satisfaction by 5 NPS points, and raising our Talent Rank Index scores by 15%.

**Qualifications**

- 5 years of corporate management experience.
- Proven track record of building revenue and running an office.
- Proven problem-solving abilities.
- Strong communication skills.
- Proficiency in Microsoft Office suite.

**Preferred Qualifications**

- MBA or related degree in business, finance, or technology.
- Proficiency in Spanish, French, German, or Mandarin.
- Ability to adapt and thrive in a rapidly shifting business landscape.

### A formal job description filled with business jargon and buzzwords

**Business Manager**

**Job description**

ACME Co. is seeking to hire an experienced Business Manager to run a corporate satellite office with 15 direct reports.

ACME is the world’s leading provider of healthy snack products. Our mission is to make the world a healthier place by providing nutritious, delicious fruit- and veggie-based snacks.

The successful candidate will be responsible for effectively managing business initiatives across sales, operations, and marketing departments.

The successful candidate will run the Midtown Manhattan office with maximum operational efficiency, ensuring all employees reach their NPS. The business manager will be expected to increase revenue, improve customer NPS scores, and elevate our brand as an industry leader.

This role offers many opportunities for personal growth. ACME’s esteemed executive training program provides personal development courses to import relevant skills and prepares managers for the next step.

The successful candidate will take on the additional responsibility of ensuring that our benefits package comprising health insurance, parental leave, multiple employee wellness programs, and more.

**Responsibilities**

- Management of a team of 15 direct reports. Ensuring they meet their performance goals.
- Development and execution of new strategies to succeed in increasingly changing markets.
- Approval and maintenance of budget expenditures for maximum return on investment.
- Preparation of reports for the executive team or key business opportunities, risks, and requirements.
- Maintenance and elevation of the company’s reputation through consistent messaging and performance.

**Qualifications**

- 5 years of corporate management experience.
- Proven problem-solving abilities.
- Superior communication skills.
- Proficiency in Microsoft Office suite.

**Preferred Qualifications**

- MBA or related degree in business, finance, or technology.
- Proficiency in Spanish, French, German, or Mandarin.
- Ability to adapt and thrive in a rapidly shifting business landscape.

### A casual job description with conversational language and a few jokes

**Business Manager, Team Trailblazer, Chaos Conqueror, Revenue Wrangler**

**Job description**

We’re looking for someone to take on a team. You don’t have to be a business guru or a math whiz—just someone who loves to sell, loves to win, and isn’t afraid of a little fun. If that sounds like you, keep reading!

You’ll be responsible for driving revenue and profits for our business unit. You’ll be working on a team of passionate professionals who are dedicated to making a difference. By producing fruit- and veggie-based snacks that are nutritious, delicious, and sustainably sourced, we help kids and adults live healthier lives.

As a member of our team, you’ll be expected to reach your sales goals and drive revenue. You’ll be responsible for managing a team of up to 15 direct reports, including training new hires and providing ongoing support.

**Responsibilities**

- Manage a team of 15 direct reports.
- Ensure they meet their performance goals.
- Develop and execute new strategies to succeed in increasingly changing markets.
- Approve and maintain budget expenditures for maximum return on investment.
- Prepare reports for the executive team or key business opportunities, risks, and requirements.
- Maintain and elevate the company’s reputation through consistent messaging and performance.

**Qualifications**

- 5 years of corporate management experience.
- Proven problem-solving abilities.
- Superior communication skills.
- Proficiency in Microsoft Office suite.

**Preferred Qualifications**

- MBA or related degree in business, finance, or technology.
- Proficiency in Spanish, French, German, or Mandarin.
- Ability to adapt and thrive in a rapidly shifting business landscape.
Methodology

For LinkedIn behavioral insights referenced in tips #1, #6, and #7: We analyzed about 4.5 million jobs posted in 2016 and 2017 in the United States and the United Kingdom. Gender was inferred by name. Stats cited in #1 and #7 are based on comparisons of application-to-view rates, which are percentages of how many jobs candidates apply for out of all those they view.

For LinkedIn’s heatmap study referenced in tips #2, #3, #4, and #5: We surveyed 450 members from the LinkedIn Market Research community (in partnership with Vision Critical) comprising LinkedIn members across industries, job functions, and career stage. Participants saw one of three job descriptions (generic, formal, or casual) and were asked to highlight parts they found helpful, appealing, or would make them more likely to apply. Participants saw and highlighted the text of the job descriptions only.