

Attract Talent with Your Job Posts

On LinkedIn, your jobs are served to members through personalized job recommendations known as **Jobs You May Be Interested In**. When you post a job on LinkedIn, there is an algorithm that matches your job to members whose 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.

Select a Path

LinkedIn's rolling out a [new Recruiter and Jobs experience](#) to customers in 2019. This transition will happen over several months.

Click the image that matches your Recruiter home screen to access learning for your current experience.

The screenshot shows the LinkedIn Recruiter interface. At the top, there are navigation tabs for PROJECTS, CLIPBOARD, JOBS, REPORTS, and MORE. A search bar is present with the text "Start a new search" and options for "Advanced", "Saved", and "History". The main content area is divided into several sections: "See what's new" with a "Learn more" button; "Get Started" with a "Follow candidates" section featuring a row of profile pictures and the name "Lou King, Test Lead at Nobbies"; a "Save a search" section; and a "Post a job" section. On the right side, there are three panels: "People You May Want to Hire" with a description of the feature; "Project Activity" listing "Animator in SF" (1 profile, 0 contacted, 0 reviewed) and "Sales exec top 25" (25 profiles, 0 contacted, 0 reviewed); and "Job Activity" listing "Account manager" (0 profiles, 0 contacted, 0 reviewed) and "Software Specialist-202" (1 view, 0 applies).

This screenshot shows a detailed view of the LinkedIn Recruiter interface. The top navigation bar includes "RECRUITER", "Projects", "Jobs", and "Reports", along with a search bar "Start a new search here" and utility icons. On the left, a sidebar shows the user profile for "Max Lotz" at "Enigma Corporation" and options for "Recent projects", "Recent jobs", "Provide feedback", and "Review feedback". The main area is titled "Recent projects (10)" with a "View all" link. It lists four projects: "Technical Writer - LA" (ID: 91306252, Greater Los Angeles Area, Created 2h ago, Owner: Max Lotz, 14 candidates in pipeline, Viewed 34s ago); "Instructional Designer - San Francisco" (ID: 259945706, San Francisco Bay Area, Created 3w ago, Owner: Karina Bieker, 26 candidates in pipeline, Viewed 3m ago); "Type Designer - Portland OR" (ID: 91292812, Portland, Oregon Area, Created 3h ago, Owner: Max Lotz, 7 candidates in pipeline, Viewed 4m ago); and "Art Director - SF" (ID: 259067690, San Francisco Bay Area, Created 4w ago, Owner: Max Lotz, Viewed 2w ago).

Legacy Recruiter and Jobs Experience

Post a Job

Follow these steps to post a job on LinkedIn.com

1. Post a Job

Place your cursor over **Jobs** and click **Post a Job**.



2. Company

Choose your company's name from the **Company** dropdown menu so the job is connected to your company page.



3. Job Title

Enter a **Job Title** for the position. Just start typing in the **Job Title** field and a list of suggested standardized 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** for potential candidates is increased. As a best practice, choose one of the suggested titles. The system recognizes these positions and will provide better results.



4. Job Address or City

Type your **Job Address** or the **City** that accurately indicates where the job is located. The actual job location may differ from where the company is located. This will ensure you target the correct location and that your job appears on targeted LinkedIn profiles. When you share the full office address, potential candidates can easily calculate their commute time.



5. Already posted a similar job?

If you've previously posted a similar job you can save time by scrolling down and leveraging the pre-filled information. If you don't want to use the previous job, click **No thanks, clear my form**.



6. Job Function and Company Industry

Add up to three **Job Functions** and **Company Industries**. Choose the industry for the job role or your organization. If you're in a scenario where your job is for a niche role or has a unique title, choosing broader job functions can ensure your job is sitting in front of a wider range of individuals. If you find that you're not seeing the right people, you can change the **Job Function** and **Company Industry** to get different results.

A form with two sections. The first section is titled "Job function (Select up to 3)*" and contains a text input field with "Analyst" selected and a "Choose function..." button. The second section is titled "Company industry (Select up to 3)*" and contains two text input fields with "Accounting" and "Internet" selected, and a "Choose an industry..." button.

7. 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.

A form titled "Job Description*" with a rich text editor toolbar containing icons for bold, italic, underline, bulleted list, and numbered list. Below the toolbar is a text area with the placeholder text: "Add 4 to 6 bullets to describe the role, and help potential applicants learn what makes it a great opportunity."

8. Company Description

Describe what it's like to work for your organization. Paint a picture of your organization's culture. Your message should let candidates know your company is a great place to work. 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.

A form titled "Company description" with a text area containing the placeholder text: "Tell potential applicants what your company does and what it's like to work there."

9. Compensation

Provide a base salary and additional compensation information such as bonuses to your job.

Additionally, in the US, UK, and Canada, if members with the given job title at your company have shared their salary information with LinkedIn, LinkedIn will provide an estimated salary range for your job.

The estimated salary range will be:

LinkedIn branded to ensure it does not appear to be endorsed by your company.

Only visible to members who have shared their salary in the LinkedIn Salary product.

If you choose to provide your own salary data, it'll override the LinkedIn salary estimate and display as employer-provided on your job.

Want to add compensation to your job?

Base salary

USD - Per year

Additional compensation

USD - Per year

Base salary and additional compensation will be added together on your job.

Want to add compensation to your job?

Show estimate from LinkedIn members for Software Engineer in San Francisco

Base salary	Total compensation
\$88,000/yr Range: \$75K to \$95K	\$105,000/yr Range: \$75K to \$95K

I'll provide my own

10. Applicant Routing

If you decide to route applicants externally from LinkedIn, be sure to link this job directly to the exact job on your site versus linking to a careers site. For every extra click and step required to apply online once a member leaves LinkedIn, 40-50% of applicants lose interest and don't follow through with applying. So if you do link externally, be sure it's directly to the job, and not to a site where they'll need to search to find the job. If you allow applications through LinkedIn, you can track applicants in one place.

How would you like people to apply?

Let candidates apply with their LinkedIn profile and notify me by email (recommended)

Direct applicants to an external site to apply

11. Work Authorization

Save time by learning a candidate's work authorization status up front. If your company can't sponsor candidates from outside your country, you can easily add work authorization questions to jobs to screen international applications.

Note: This feature is currently only available for jobs posted in the US and Canada.

How would you like people to apply?

Recommended: Let applicants apply with their LinkedIn profile and notify me by email

Select work authorization questions to ask when applicants apply

Are you legally authorized to work in the United States?

Will you now, or in the future, require sponsorship for employment visa status (e.g. H-1B visa status)?

Direct applicants to an external site to apply

12. Job Poster

Post this job as yourself or on behalf of a colleague in your organization. Showing the job poster's profile is a great way to encourage candidates to start a conversation and network into the role.

Want to add a personal touch?

 Karina Bieker Matching professionals with opportunity

Show profile on the job post

13. Continue

Click **Continue** to target the right candidates for your job posting.

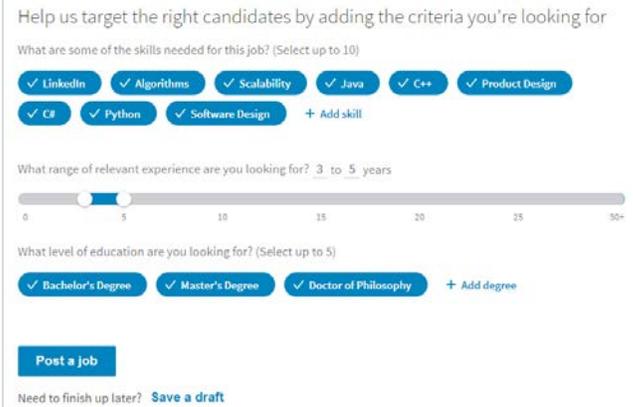


14. Targeting the Right Candidates

Skills, experience, and education are prepopulated from automated targeting. You can edit as much or as little of the automated targeting as you want based on your requirements.

A best practice when selecting skills is to make sure you prioritize and select only the must-haves. Skills help LinkedIn match your job to the right candidates. It's recommended you include at least 10 skills for the best performance.

Choose a range of experience and education level required for the job to customize the targeting.



Help us target the right candidates by adding the criteria you're looking for

What are some of the skills needed for this job? (Select up to 10)

✓ LinkedIn ✓ Algorithms ✓ Scalability ✓ Java ✓ C++ ✓ Product Design
✓ C# ✓ Python ✓ Software Design + Add skill

What range of relevant experience are you looking for? 3 to 5 years

0 5 10 15 20 25 30+

What level of education are you looking for? (Select up to 5)

✓ Bachelor's Degree ✓ Master's Degree ✓ Doctor of Philosophy + Add degree

Post a job

Need to finish up later? Save a draft

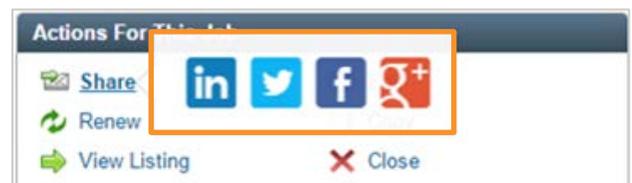
Share Your Job

LinkedIn is a professional social networking site, not an active job board. After you post a job, don't just wait and hope that the right candidate sees it. Share your jobs with your network and, if you work with hiring managers, ask them to share it with their networks.

1. Go to the job posting and move your cursor over **Share** on the right side of the page.



2. You can share the post on **LinkedIn**, **Twitter**, **Facebook**, and **Google+**.



Quick Tips

- Use your own network to maximize views.
- Update your LinkedIn status and tell your network about an open position with a link to the job.
- Extend the reach of your LinkedIn jobs by sharing them on social networks like Twitter, Facebook, and Google+.
- Write about an open position on a recruitment blog and add a direct link to the job.

Announcing your job in each of these places will increase its visibility and help you better locate the best candidates.

New Recruiter and Jobs Experience

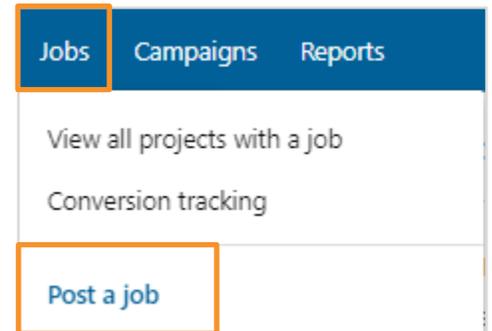
Post a Job

You have multiple ways to initiate a new job posting:

1. From the **Jobs** menu on the homepage
2. During the project creation process
3. From an existing project

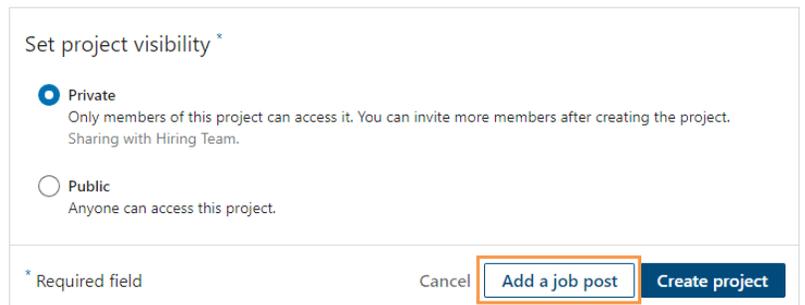
Jobs menu

Place your cursor over **Jobs** and click **Post a Job**.



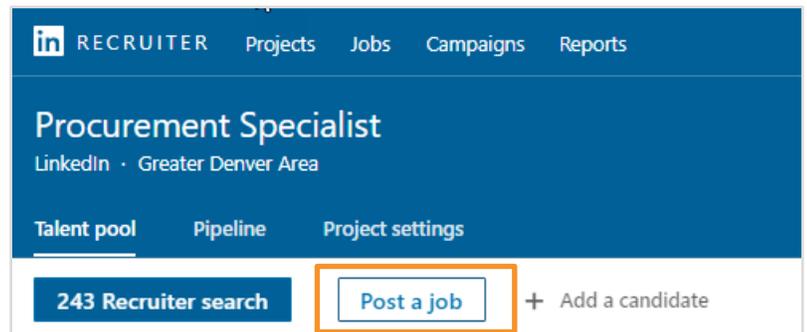
Project creation process

Once you've entered the project details in the project creation process, click **Add a job post** before you finish creating your project.



Existing project

After you create a project, click **Post a job** on the **Talent pool** tab.



Once you initiate the job posting flow, the steps are the same, regardless of the entry point.

1. Project name

Choose an existing project related to your job or create a new project. This is where you will collect and manage all job applicants.

Project name (for internal use only)*

Select an existing project or write the name of a new project to add this job to

Choose or create a project

By default, projects are private until shared with others

2. Company

Choose your company's name from the **Company** dropdown menu so the job is connected to your company page.

Company *

 Linked

 LinkedIn

 LinkedIn Pulse

3. Job Title

Enter a job title for the position. Start typing in the **Job title** field and a list of suggested standardized titles will be displayed. As a best practice, choose one of the suggested job titles. Standard job titles perform better in search results and increase the likelihood of the job appearing in **Jobs You May Be Interested In** for potential candidates.

Job title *

Customer Suc

Customer Success
Manager

Customer Success
Director

4. Location

Type your **job address** or the **city** that accurately indicates where the job is located – which may be different from the company office. This will ensure you target the correct location and that your job appears on targeted LinkedIn profiles. When possible, share the full address, and potential candidates can easily calculate their commute time.

If you want to broaden the talent pool to remote employees, check **This job is remote** and specify the country or region where remote work is allowed. Once the job is posted, job seekers can see that the job allows remote work, as well as where the job seeker must live to qualify for remote work.

Location *

Job address or city

Jobs with a street address will show up in more searches and recommendations.

This job is remote

5. Job Function and Company Industry

Add up to three **job functions** and **company industries**. Choose the industry for the job role or your organization. If you're in a scenario where your job is for a niche role or has a unique title, choosing broader job functions can ensure your job is sitting in front of a wider range of individuals. If you find that you're not seeing the right people, you can change the **job functions** and **company industries** to get different results.

Job function (Select up to 3) *

✓ Project Management ✓ Consulting

✓ Information Technology

Company industry (Select up to 3) *

✓ Internet + Add company industry

6. Employment Type and Seniority Level

Choose the **Employment type** and **Seniority level** from the dropdown menus.

Employment type *

Full-time ▾

Seniority level *

Mid-Senior level ▾

7. Job Description

Enter a 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.

Job description *

B *I* U ☰ ☰

The ideal candidate will have experience in managing a project from start to finish. This candidate will be able to create a plan of action which will consider a fixed timeline and evaluate risks. This individual should also have experience managing people and be an effective communicator.

Responsibilities

- Direct and oversee completion of project

8. Skills

Add skill keywords to help LinkedIn better understand the criteria you are looking for and make your job more visible to the right candidates. A best practice when selecting skills is to make sure you prioritize and select only the must-have skills.

Add skill keywords to make your job more visible to the right candidates (Select up to 10)

✓ Project Management ✓ Communication ✓ People Management

✓ Management ✓ Contingency ✓ Finish ✓ Completion + Add skill

9. Applicant Routing

Choose from one of these applicant routing options based on your company's policies and procedures.

The first option allows applicants to apply for the position directly on LinkedIn.

The second option routes applicants to your company website or ATS system to apply for the position. If you decide to route applicants externally from LinkedIn, be sure to link this job directly to the exact job on your site versus linking to a careers site. For every extra click and step required to apply online once a member leaves LinkedIn, 40-50% of applicants lose interest and don't follow through with applying.

Click **Continue**.

How would you like to receive your applicants? *

Recommended: Let candidates apply with their LinkedIn profile and notify me by email

Direct applicants to an external site to apply

* indicates required

Save a draft **Continue**

10. Screening Questions

When manually posting a job you, you have the option to add screening questions. Each applicant will be required to answer the questions you add here in order to apply to your job. You will then be able to sort for candidate fit based on their responses.

Click **Continue**.

Step 2: Add screening questions (optional)

See top applicants more easily by asking about their qualifications when they apply. Add screening questions below:

Work Experience + Education + Location +

Work Authorization + Language + Visa Status +

Certifications + Expertise with Tools + Security Clearance +

Your screening questions will appear here
Add screening questions to easily find top applicants

Back **Continue**

11. Job Poster

Post this job as yourself or on behalf of a colleague in your organization. Showing the job poster's profile is a great way to encourage candidates to start a conversation and network into the role.

Add a profile to your job post

Give your job a personal touch to attract more applicants

 Karina Bieker

Show profile on the job post

12. Job Tracking

If applicable, enter a **Tracking pixel** and **Employer job ID** to track your jobs.

Add job tracking

Enter a URL for impression tracking

Tracking pixel Employer job ID

13. Benefits

Job seekers rank benefits in the top 5 reasons they look for a new role. You can make your job more appealing to potential candidates by sharing some of the benefits provided by your company.

Select provided benefits

Job seekers rank benefits in the top 5 reasons they look for a new role

✓ Medical insurance

✓ Vision insurance

✓ Dental insurance

+ Disability insurance

+ Pension plan

+ Child care support

+ Paid maternity leave

+ Paid paternity leave

✓ Commuter benefits

+ Student loan assistance

+ Tuition assistance

✓ 401(k)

14. Compensation

Provide a base salary and additional compensation information such as bonuses to your job.

Additionally, in the US, UK, and Canada, if members with the given job title at your company have shared their salary information with LinkedIn, LinkedIn will provide an estimated salary range for your job.

The estimated salary range will be:

- LinkedIn branded to ensure it does not appear to be endorsed by your company.
- Only visible to members who have shared their salary in the LinkedIn Salary product.

If you choose to provide your own salary data, it'll override the LinkedIn salary estimate and display as employer-provided on your job.

When you are done drafting your job, click **Finish** to post your job.

Add compensation information

Job seekers search for salary. Help your job show up in more searches

Base salary

USD ▾

\$ - \$

Per Year ▾

Additional compensation

USD ▾

\$ - \$

Per Year ▾

Clear all

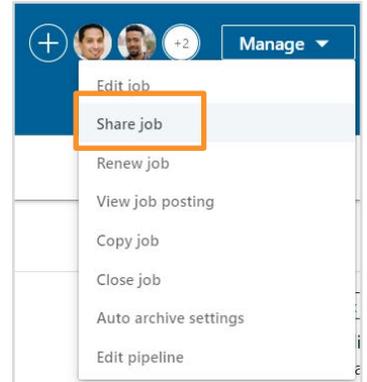
BackFinish

Share Your Job

LinkedIn is a professional social networking site, not an active job board. After you post a job, don't just wait and hope that the right candidate sees it. Share your jobs with your network and, if you work with hiring managers, ask them to share it with their networks.

Once your job is posted, you are taken to the **Talent pool** tab of your project, where you can easily review and manage your job applicants and recommended matches.

1. From within your project, click **Manage**.
2. Click **Share job**.



3. Choose where you want to share your job. You can share your job post on **LinkedIn**, **Twitter**, and **Facebook**.



Quick Tips

- Use your own network to maximize views.
- Update your LinkedIn status and tell your network about an open position with a link to the job.
- Extend the reach of your LinkedIn jobs by sharing them on social networks like Twitter, Facebook, and Google+.
- Write about an open position on a recruitment blog and add a direct link to the job.

Announcing your job in each of these places will increase its visibility and help you better locate the best candidates.