Linked in Talent Solutions

JOB POSTINGS TOOLKIT FOR STAFFING FIRMS

Everything you need to get quality applicants, fast.

The recruiting process doesn't control you. You control the process.

Recruiting is rewarding, but it can be overwhelming when you're managing a high volume of open requisitions. Among your action items, writing and posting job descriptions are usually the most time consuming and most neglected.

But job posts are a critical step in the recruiting process that cannot be overlooked. The job post often sets the tone of the entire recruitment process and is the candidate's first impression of your firm and your client. Crafting a compelling job post means you'll attract quality candidates.

From checklists to templates, this digital Job Postings Toolkit is full of essential tools. These plug-and-play resources allow you to write and post jobs more efficiently, giving you back time to focus on other top priorities.

The power of LinkedIn

25 million job seekers visit LinkedIn Jobs every week

Roughly 17 million applications are made each week on LinkedIn

400+ million job views on LinkedIn every month

What's in the Kit?

Prep for success

⏱ **45 min** activity

You're strapped for time and want to jump straight to writing the job post – but don't get ahead of yourself. Doing some necessary pre-work will attract quality applicants and save you time in the long run.

Defining the position and the ideal candidate is the most critical step in the recruitment process. Not only will it help you focus, it will also streamline your search and ensure better communication with your clients and hiring stakeholders. Those who don't prepare in advance risk attracting unqualified applicants (and unhappy clients and hiring managers). Here are two resources to help you start strong.

The Job Spec Form

In your kick-off meeting with your clients and hiring stakeholders, use this form to identify what the role entails and what the ideal candidate looks like. Once you've completed the form, you'll have plenty of information to write the job description and deliver the right candidates. Your goal: know exactly what to look for in candidates before beginning your search.

The Client Questionnaire

In the same meeting, ask these questions to your client to get a deeper sense of their working style and their team. Your goal: ensure your candidates are cultural fits who complement the team needs. A secondary goal should be to familiarize yourself with the nuances of working with a particular client.

Job spec form

Role: **Date:** _____

Position Description: _____

Title:	Level (entry, senior, etc.):	Department:
Location:		
Reporting manager:		
Background and business need:		

Skills/experience		
Must-haves:		
Nice to have:		
Can be trained:		
Culture fit requirements:		
Years of experience:	**Education requirements:**	
Certifications or examinations requirements:		
Target companies, titles, universities:		
Sample career opportunities/trajectories:		

Compensation		
Range:	**Bonus:**	**Equity:**
What does success look like in this role?		
How will you measure or define success?		

What will the person achieve in this role? What are examples of achievements by others in this position?
What would make the hire NOT a good fit?
What is in it for the candidate? What are selling points for the role, team, and the company?
Why did you join and why do you continue to stay at the company?

Milestones & process:

Selection criteria:
Interview process (e.g. batch days, panel interview days, assignments, etc.):
Interviewers:
Interviewer requirements (e.g. training, time commitment, feedback, etc):
Timeline
Target date to fill:
Target for first set of candidates to review:
Target date for decision-round interviews:
How many candidates do you need to interview before making a hiring decision?
Candidate experience requirements:
What is the preferred method for delivering status updates (e.g. setting recurring meetings, sending emails, phone calls, etc.)?

Client questionnaire

About the client

1. What are the most important aspects of your job?

2. How would you define your managing style?

3 . As manager, what would your team say are your strengths and weaknesses?

4. What type of tasks do you like? What types of tasks do you not like?

5. What do you appreciate in people?

6. What do you consider as excellent performance?

7. What traits make it difficult for you to manage effectively?

8. How do you manage conflicts?

9. How do you lead people?

10. What is expected from the people who work on your team?

About the team

1. Describe your team in 3 words. Why did you choose those words?

2. What is your team doing that makes this open role exciting?

3. Would you say your team's structure is hierarchical or flat?

4. What types of personalities are on your team?

5. What types of personalities mesh well with the team?

6. What are your team's strengths?

7. What are gaps within your team?

8. What is the average age or senority of your team members?

9. How long have your employees worked for the company?

10. What is most important to you when considering a new member for your team?

Write your job post

⏱ 45 min activity

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Now that you have done your research, use it to write a compelling job description. Ultimately, you want an interested candidate to think you wrote the job description just for him or her.

Use examples of successful job posts and our template to get started. A good job description starts by sharing what's in it for the candidate, describes the role's impact, and explains what success looks like in the role. It helps to clearly list 4-6 bullet points about what the person will be doing in the role. Add skills and experience to attract more quality candidates. End your post with a brief overview of your client's company and why it's a great place to work (this is useful even if you can't mention your client's name). If you turn your job description into a narrative, you'll entice candidates to read and apply.

For inspiration, here are two real-life examples of stellar job posts and three templates for some of the most common jobs posted on LinkedIn: software engineer, project manager, and account executive.

Job post example

Senior Account Manager - Must Have Digital Media Experience
FILD
Greater New York City Area

Job description

Are you a Senior Account Manager interested in leveraging strong project management, campaign optimization, and relationship building skills in order to develop and grow advertising operations across a hyper-growth HealthTech startup? Do you have strong experience collaborating with diverse and cross-functional teams? Are you a proactive Senior Account Manager with excellent communication skills and the ability to thrive in a fast-paced startup environment?

Based in New York, this innovative HealthTech startup impacts over 30 million people per month by building digital media technologies that provide hyper-targeted content surrounding health education and lifestyle improvement information. This is the most exciting time to join as Senior Account Manager because they are in rapid growth mode, having seen 600%+ in revenue over a three year growth rate and are on track to generate over $200M in revenue for 2016.

The open and bright office space nurtures a casual and fun environment. This collaborative, non-hierarchal organization cultivates transparency, integrity, and a tight-knit community passionate about building cutting edge technology to improve patient lifestyle and outcomes.

They are looking for a Senior Account Manager to join their growing team.

As an account manager

What you'll be tasked with:
- Ensure the utmost excellence in the quality of operations and the integrity of campaign delivery
- Take ownership for delivery of all assets and ensure timely and accurate campaign scheduling
- Deliver precise reporting on campaign performance to the inside sales team and external clients
- Recommend campaign optimization, notify clients of campaign issues,

Job posted by

Ashley Wong
Los Angeles

Send Inmail

Industry
Marketing and Advertising, Information Services, and Internet

Employment type
Full-time

Experience
Mid-Senior level

Job function
Project Management

Showcase the company's aspirations and goals

Clearly communicate tasks and responsibilities

Explain what a successful candidate looks like

and make suggestions to streamline ad operations

What you need:
- Excellent written and verbal communication skills
- Proven ability to think clearly, analyze quantitatively, problem-solve, scope requirements and prioritize
- Prior experience in a client-facing role and demonstrated success in project management or project coordination within a fast-paced startup environment
- Proven ability to work with diverse and cross-functional teams and prioritize multiple deliverables

Highlight what they can expect from the workplace

What you get:
- The opportunity to work with an agile startup building technology that is impacting millions of lives daily
- An open and transparent office where people are excited to come to work everyday
- Breakfast & lunch catered daily
- Full benefits
- Salary + Equity

So, if you are a high energy Senior Account Manager with a strong sense of ownership over deliverables and campaign optimization interested in joining a vibrant and quickly growing startup that is improving millions of lives, apply now!

Differentiate your firm from the rest

Meet FILD
Company - Staffing and Recruiting - 11-50 employees

FILD (pronounced filled) is a different kind of recruiting agency. We know, we know. You've heard it before. Everyone says they're different. But, FILD truly is different. Why? Unparalleled Service, Insight, and Intelligence. We take all of the common complaints from clients, candidates, and recruiters alike regarding working with recruiting agencies and simply do better. We provide impeccable service, invaluable insight and market data, and best-in-class knowledgeable recruiters to help make the hiring/job seeking process as enjoyable and effective as possible. What? Enjoyable??? FILD specializes in filling technology-related roles such as Software Engineers/Developers, Web Developers, UI Developers, UX Architects, Machine Learning Specialists, Database Developers, Database Administrators, Quality Assurance Engineers, Systems Engineers, Systems Administrators, DevOps Engineers, Mobile Developers, Product Managers, Project Managers, etc. We focus on filling Direct Hire Individual Contributor roles to C-level roles. Our hope is to build long-lasting relationships by providing clients and candidates with impeccable service and valuable information to aid them in their searches. Technologies: Ruby (RoR), Python, Java, PHP, .NET technologies, C++, as well as Mobile technologies (iOS, Android, native and mobile web app development), Oracle, MySQL, SQL Server, NoSQL (MongoDB, Cassandra, CouchDB), and Hadoop, MapReduce, Solr, Lucene, Pig, Hive, Pentaho, Nutch, etc.

Job post example

Highlight the impact the candidate will have

Call out key skills up-front to attract quality candidates

Set expectations and clearly communicate responsibilities

BI/Data Modeler
The Centrics Group
Columbia, SC

Add a personal touch with your LinkedIn profile

Job description
Our client is in search of a strong Data Modeler (ERWin) who could help them implement this tool with projects. They are looking for assistance in making ERWin a bigger part of their processes as well. Your Enterprise experience with ERWin, Business Objects, SQL & ETL make you a great fit for this position.

What you bring to the table:
• 3 years' experience with ERWin Enterprise Data Modeler Suite or equivalent
• Experience with SAP Business Objects Enterprise (BOE) platform
• Experience with SAP Business Intelligence (BI) Suite Toolset
• Crystal Reports, WEBI Reports, Explorer, Lumira
• SQL experience
• ETL experience using SAP Data Services
• Understanding of ETL design and development best practices

What they have to offer:
• An excellent team environment
• A chance for you to help a large corporation get the ERWin ball rolling
• Ability to advise in the establishing of templates, standards & procedures around ERWin

Job posted by

Kevin Raxter
Atlanta Area

Send InMail

Industry
Computer Hardware, Computer Software, and Information Technology and Services

Employment type
Full-time

Experience
Mid-level

Job function
Information Technology

Sell your firm as the partner of choice

Meet The Centrics Group
### Company - Staffing and Recruiting - 51-200 employees

Modern IT Staffing Solutions and IT Recruiting.

Our IT recruiting specialists connect you with top candidates for your opening within 48 hours and provide industry-leading IT staffing solutions for our clients across the USA.

You can think of The Centrics Group as your friend who knows everyone. We craft our IT staffing solutions knowing the value of personal relationships in the recruitment process. The key to building relationships is networking. The Centrics Group has built a vast network of candidates, and most of our IT recruiting efforts are put toward collecting candidate referrals, connecting to both active and passive job seekers through niche technical communities and social networks.

Modern IT Staffing Solutions Provider
The Centrics Group is an all-inclusive IT staffing agency committed to connecting top employers and top IT candidates. With the ever-increasing amount of technology available, a majority of recruiting agencies have forgotten the value of personal relationships. IT recruiters have largely been replaced by job board resume finders. When you're trying to build or become part of an IT staff, this lack of personal interaction isn't conducive to results. The Centrics Group prides itself on personal relationships and connecting the right IT professional with the right employer.
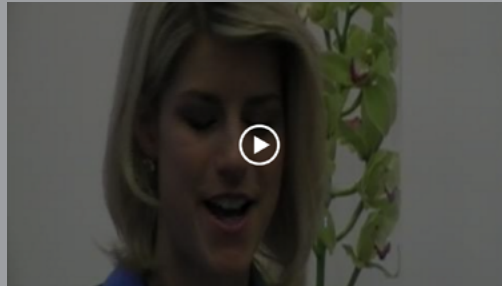
Additional jobs from your firm will automatically be displayed

More jobs at The Centrics Group

See all jobs at the Centrics Group

Statistical Programming
The Centrics Group
Columbia,SC

Posted 8 hours ago

Manager of UX Marketing
The Centrics Group
Columbia,SC

Posted 8 hours ago

Mainframe Systems Analyst
The Centrics Group
Columbia,SC

Posted 5 days ago

Software Engineer
The Centrics Group
Columbia,SC

Posted 8 hours ago

Project Manager
The Centrics Group
Columbia,SC

Posted 8 hours ago

Account Executive
The Centrics Group
Columbia,SC

Posted 5 days ago

Job post template

Software Engineer[1]

Job description

As a software engineer, you will specialize in building performant frameworks that power the most popular products in the world. We are looking for someone that has a strong passion for developing infrastructures, and has experience with APIs, processing and graphics.

The ideal candidate for this position will be a reliable and adept programmer who is eager to break down large technical problems and solve them systematically.

Responsibilities

- Analyze business needs and implementation approaches, and deliver high-quality applications
- Work collaboratively with team members to complete projects on time
- Deliver successfully on all aspects of the product lifecycle

Qualifications

- Bachelor's degree in Computer Science or Engineering or equivalent experience
- 1–3 years of professional Software Development experience
- Ability to write clean, functional code in Java, C/C++, or Python

[1]This description reflects job title variations including Software Engineer, Senior Software Engineer, and Software Developer.

Job post template

Project Manager

Job description

As a project manager, you will lead the launch of new projects by leveraging account management, production and organizational expertise. You'll work hand in hand with producers, marketing, communications, legal, procurement, as well as external vendors.

The ideal candidate will be responsible for planning, coordinating, and implementing projects within budget, timeline, and scope. This candidate will also monitor and present project updates to relevant stakeholders, clients, or project team members.

Responsibilities

- Set project timelines
- Monitor project deliverables
- Update relevant stakeholders or team members on the project's progress
- Delegate tasks to project team members and mentor junior project managers

Qualifications

- Bachelor's degree or equivalent experience
- Strong business acumen in project planning and management
- Strong verbal, written, and organizational skills

Job post template

Account Executive

Job description

Our team is looking for a talented, motivated, and high-performing account executive to join our team. Account executives are responsible for prospecting for new business, upselling, and cross-selling within our extensive install base, and delivering results against a quota.

The ideal candidate will possess strong sales, interpersonal, and organizational skills. They should be comfortable with multitasking and be able to budget their resources in order to meet the assigned quotas for their role.

Responsibilities
- Build and maintain client relationships
- Track and record metrics throughout sales process
- Meet and exceed financial goals
- Understand and keep up to date with industry and competitive landscape knowledge

Qualifications
- Bachelor's degree and 2–3 years of business experience
- Strong written and verbal communication skills
- Strong organizational skills
- Proficiency in Microsoft Office Suite and Salesforce
- Ability to harness financial data to inform decisions

Job post template

Job function:	Employment type:
Industry:	Seniority level:
Job title:	Company:

Job description:

Required skills:

Related education:

Company description:

Turn this draft into a post by completing the template on **LinkedIn.**

Amplify your post

⏱ 30 min activity

You've written and posted your open job. Nice! Now what?

Get proactive: Don't just post and pray for candidates to start rolling in. It may take a little more time, but sharing your job on the right social networks will help get it in front of the right candidates.

Use this checklist as your starting point when you review candidate's profiles and resumes.

✓ Get the word out

Copy the job post link. Paste and share it with…

Your personal social media channels (e.g. LinkedIn, Twitter, Facebook).

▶ Sample post: We're on the hunt for Sales stars! Be a valued partner to top-tier clients as a Relationship Manager and start a new chapter in your career: [link]

Your company's social media channels (e.g. LinkedIn, Twitter, Facebook).

▶ Sample post: Work for a game-changing e-commerce beauty retailer and create beautiful digital experiences as a web graphic designer: [link]

Relevant LinkedIn Groups that you are a member of.

▶ Sample post: We're looking for engineer extraordinaires and searching for talented women in tech, specifically Software Engineers and UX Designers. Interested? Check out the job description: [link]

Don't forget to message…

Your colleagues. Ask them to share with their social networks, friends and past colleagues.

▶ Know someone who would be a great fit? I have two open reqs – a Quality Control Manager and a Supply Chain Director. Links to both job descriptions are below. Share the post with your networks, or refer a candidate by emailing me directly.

Your old colleagues. Ask if they know of any great candidates.

▶ Hi Maria – Hope you are doing well! It's been a while since we last spoke, but I was wondering if you knew of any digital marketers that specialize in ad buys? I'm looking to fill a role for a Digital Marketing Specialist. Given your expertise recruiting for marketing, I thought you might know of some great candidates. Would appreciate any referrals you may have.

Your friends. Ask if they know anyone who would be interested in the role.

▶ Hey Drew – Was great catching up with you last week at Amit's place. I meant to ask you, do you know of any financial analysts looking to make a move? I'm looking to fill a role for a top-tier client and thought you might know of a few great people. Thanks!

Review Applicants

⏱ **30 min** activity

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As applicants start rolling in, reviewing both their resume and LinkedIn profile is a great way to get a sense of not only their experience, but whether they'll be a good cultural fit.

Keep an eye out for basics necessities - like tools your team uses everyday - along with "nice to have" qualifications and interests the ideal candidate should possess. Oftentimes, a LinkedIn profile will include certifications, awards, and recommendations that don't appear on a resume alone.

Here are two visual guides to help you quickly identify quality applicants.

Tracking applicants with LinkedIn:
After you post your jobs on LinkedIn, you have easy-to-use tools for managing incoming applicants as well as real-time analytics on who is viewing and applying to your jobs.

LinkedIn Profile Review Guide

What to look for:

1. Fact-check

Make sure the candidate's LinkedIn profile matches up with their resume, especially job titles and performance metrics.

2. Experience

Candidates often outline their background in the Summary section. Start here to save time evaluating experience.

Jump to the Experience section to see if it's related to the position you're looking to fill.

3. Culture

See how the candidate's personality is reflected in the Summary section to help you assess cultural fit.

4. Keywords

Based on the role, search for keywords that reflect the candidate's knowledge and proficiency for the job.

5. Responsibilities

See if their day-to-day is relevant to your role.

6. Accomplishments

Some candidates don't feel comfortable sharing performance metrics publicly. Look for successful projects they've completed or programs they've launched.

7. Length of position and employer

Get a sense of experience and job stability by looking at how long the candidate has been in their current and past positions and companies.

Resume Review Guide
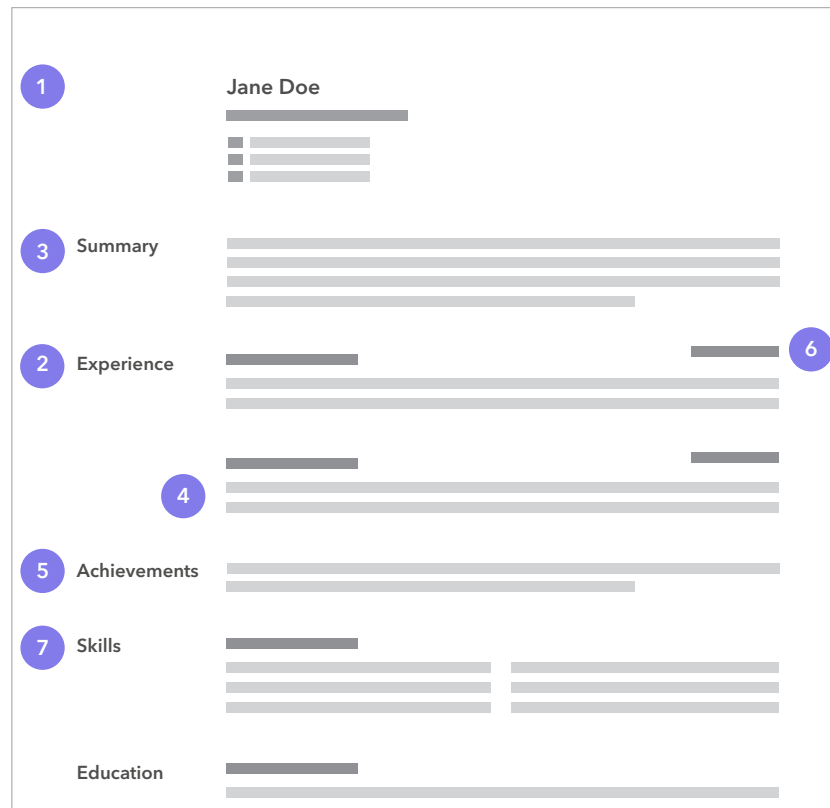
What to look for:

1. Format and typos

Do a quick scan for formatting issues, grammar errors and typos. How well their resume is written speaks volumes.

2. Experience

Start at the first section to see if it's related to the position you're looking to fill.

3. Keywords

Based on the role, search for keywords that reflect the candidate's knowledge and proficiency for the job.

4. Responsibilities

See if their day-to-day is relevant to your open req.

5. Performance metrics

Look for results and KPIs the person has achieved to see how they will make an impact at your organization.

6. Length of position and employer

Get a sense of experience and job stability by looking at how long the candidate has been in their current and past positions and companies.

7. Skills, education, and certifications

See if they meet the skills and requirement for your role.

What do recruiters recommend?
6 recruiters share how to
assess a resume in 6 seconds.

Parting thoughts

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We hope this toolkit gives you the resources you need to better manage your job requisition process and attract quality applicants efficiently. Not everything is one-size-fits-all, so be sure to personalize and experiment to see what works best for your firm.

More resources

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Want to identify high-potential candidates?
Download the guide to **30 behavioral interview guides**.

Want to easily promote all your open roles on LinkedIn?
Get this **Job Slots tipsheet** for your hiring needs.

About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and recruit the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 546 million members worldwide, LinkedIn is the world's largest professional network.

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in