



Job Postings Starter Kit

Everything you need to get
quality applicants

LinkedIn Talent Solutions

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

Recruiting is rewarding, but it can be overwhelming when you are hyper-tasking through everything on your to-do list. Among your action items, writing and posting job descriptions are typically the most time consuming and most neglected. However, job posts are actually a critical step in the hiring process that cannot be overlooked.

87% of professionals are interested in working for a small to medium-sized business, and 42% of those individuals research job opportunities each month*. The job post is often the first impression a candidate has with your company, which means your job post should be compelling enough to attract quality candidates.

From checklists to templates, this digital Job Postings Starter Kit is full of essential tools you need at each stage of the job posting process. With these plug-and-play resources, write and post jobs more efficiently and get more time to focus on other top priorities.

*Source: [LinkedIn Talent Trends for Small to Mid-size Businesses 2016](#)

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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 streamline your search and ensure better communication with all hiring stakeholders. Those who don't prepare in advance risk attracting the unqualified applicants. Here are two resources to help you start off strong.

First Is The Intake Meeting Form

Goal of this meeting is to identify what the role entails and what the ideal candidate looks like. Complete this form with the hiring manager, and you'll gather plenty of information to write the job description and deliver the right candidate. Your goal: to know exactly what to search for in candidates before beginning your search.

Second Is This Hiring Manager Questionnaire

In the same meeting, ask these questions to your hiring manager to get a deeper sense of their working style and their team. Your goal: to ensure your candidate is a cultural fit who complements the manager and team needs, and to understand the nuances of working with a particular hiring manager. you can still fill out the intake form and ask yourself these questions.

Not a Recruiter or HR Generalist?

As the hiring manager or business owner, you can still fill out the intake form and ask yourself these questions. When you take time to reflect, you'll identify what the role and your ideal hire should look like.

Intake meeting form

Role: _____ Intake Meeting 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:			
Internal candidates to consider:			
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 (if HM is new) or do you continue to stay (if HM is tenured) 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):
What are areas of focus during the interview?
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:
The preferred method for delivering status updates (e.g. setting recurring meetings, sending emails, phone calls, etc.)?

Hiring manager questionnaire

About the hiring manager

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 are your expectations of your team members?

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 seniority of your team members?
9. How long have your employees worked for the company?
10. What is more important to you when considering a new member to your team?

Write your job post

 45 min activity

Now that you have all the background information, use it to write a compelling job description. Ultimately, you want a candidate say, "This job spoke to me!" and immediately apply.

Use the Job Post Template to get started. Start the job description by sharing what's in it for the candidate. Describe what the candidate will achieve, and explain what success looks like in the role. Then, clearly list in 4-6 bullet points what the person will be doing in the role. Add skills and experience to attract quality candidates. Finally, give a brief overview of your company and why it's a great place to work. If you turn your job description into a narrative, you'll captivate talent to read and apply.

For additional inspiration, here are two real-life examples of a stellar job posts. From senior to administrative, job postings are effective for most types of roles and seniority. See what makes these examples great, and how you can apply it to your job post.

Job post template

Job function:	Employment type:
Industry:	Seniority level:
Employment type:	
Job title:	Company:
Job Description:	
Required Skills:	
Related Education:	
Company Description:	

Turn this draft into a post by completing the template on [LinkedIn](#).

Job post example

Office Manager

Wrike

San Francisco Bay Area

Job description

Wrike is looking to add a bright, resourceful, and organized Operations Analyst/Office Manager. You'll be at the center of the team's operations. This position requires initiative, attention to detail, ability to learn quickly, ability to manage internal and external relationships, ability to work with senior executives, and superb communication skills. This is an ideal position for a smart, motivated individual who is passionate about delivering strategic value and work in a high powered, collaborative environment. You'll look to ace your core responsibilities while taking on new projects that move Wrike (and your career!) forward.

On any given day, you'll be doing one or all of these things:

- Create new processes that have the operations of the office in top notch shape and streamline the efficiency (ie ordering supplies, meals, managing requests)
- Field various requests and inquiries from team members, and help them problem solve
- Greet visitors and serve as host for all guests to the office
- Manage our vendor for daily catered lunches for the office, no person shall be hangry!
- Keep the office well stocked at all times (snacks, supplies, swag)
- Bring order to the office by ensuring cleanliness and organization in all areas
- Assist with managing all Bay Area team and company events
- Manage special projects and assignments for various needs throughout the year
- Lead and assist with event planning including meeting set up, catering as needed
- Organize, prioritize and coordinate multiple work activities with the ability to meet deadlines
- Proven ability to manage projects, work under pressure
- Use initiative and judgment within established guidelines

Add a personal touch with your LinkedIn profile



Job posted by

Spencer Mellon

San Francisco Bay

Send Inmail

Industry

Computer Software and Information Technology and Services

Employment type

Full-time

Experience

Associate

Job function

Administrative

Share what's in it for the candidate

Describe what the person will achieve

Clearly communicate daily tasks and responsibilities

Add some humor!

Explain what a successful candidate looks like

Position company challenges as skills

Highlight soft-skills to ensure culture fit

Sell your company as a great place to work

Desired Skills and Experience

- 2+ years of administrative experience
- Minimum BA/BS degree
- You have demonstrated project management skills and ability to drive programs independently
- You use data whenever possible to drive your decisions, you are strong analytically with the ability to translate data into action planning.
- You thrive on making order out of chaos
- Able to efficiently manage and prioritize multiple projects simultaneously
- Comfortable with giving and receiving feedback
- Ability to be flexible in response to changing priorities and needs.
- Outstanding written and oral communication skills
- Incredibly bright, high-energy individual, with a passion to learn and contribute
- You are highly collaborative and team oriented
- You have experience working with remote teams
- You work well with little direction but know when to ask for help and keep your team informed

Meet Wrike

Company - software - 201-500 employees

Wrike delivers a real-time platform that blends work management and collaboration, making day-to-day work easier, more transparent and efficient for thousands of companies. We've built a market-leading product, made thousands of customers happy and continue our fast pace of innovation. We're proud of our success so far, but this is just the beginning of our exciting journey. We have a lot of great ideas on how to make businesses even more productive.

Job post example

Head of Business Development & Operations
OnePlus
 Bangalore

Job description

Job description: Be the vital link between OnePlus and our partners. As a Business Development & Operations Manager, you will leverage your business savvy and deal-making skills to target key distributors in our effort to set up a global distribution network. Your responsibilities will include defining key distribution markets and driving business relationships with a wide network of mobile and electronics distributors.

The ideal candidate will have a strong ability to think strategically and analytically about business opportunities, and a demonstrated track record of cultivating complex partnerships with a lot of moving pieces. A keen sense of ownership, efficient execution, and scrappiness is a must.

We're offering the right person a once in a lifetime opportunity to play a key role in building the next big global technology company. We're still at the ground floor, with infinite challenges. Getting in now gives you access to dramatically impact the future direction of OnePlus.

Responsibilities

- Identify and target prospective partners and effectively communicate the unique value proposition OnePlus brings to each partner.
- Execute on a range of partnership opportunities in India while working with internal stakeholders in the Operations, Logistics and Finance teams at OnePlus.
- Meet and exceed aggressive quarterly sales and market growth targets.
- Maintain a rolodex of relevant networking contacts within the mobile distribution and carrier space.
- Prepare and give periodic reports to OnePlus senior management regarding progress and roadblocks in hitting sales and market penetration targets.

Add a personal touch with your LinkedIn profile



Job posted by

Jenna Lee
 Shenzhen City

[Send Inmail](#)

Industry

Internet

Employment type

Full-time

Experience

Director

Job function

Business Development

Highlight the impact the candidate will have

Call out key skills up-front to attract quality candidates

Explain what a successful candidate looks like

Showcase company aspirations and goals

Set clear expectations

Desired Skills and Experience

- 8+ years of business development and sales experience in India.
- Experience with establishing and maintaining business relationships at partner companies.
- Strong verbal and written communications skills are a must, as well as a deeply proactive approach to meeting and exceeding goals.
- Ability to combine business, strategy, finance and legal concepts to structure multi-faceted deals and to work with a spectrum of partners.
- Previous experience working with mobile carriers, online and offline distributors, and e-commerce platforms is a plus.
- Fluency in English is a must. Ability to communicate in other languages is a plus.

Highlight soft-skills to ensure culture fit

Distinguish must-haves versus "nice to have"

Leverage your free LinkedIn Company Page

Meet OnePlus

Company - internet - 501-1000 employees

Calling all crazy smart brains, relentless hustlers and evil geniuses. Join OnePlus in our quest to change the world through amazing products and disruptive business models. Be a part of the founding team of a rocket ship taking off in an insane way.

Manage your post

 30 min activity

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

Get proactive: don't just post and pray for candidates to start rolling in. Share it with the right people and the right social networks to get it in front of the right talent. This checklist helps you get started. There's also sample messaging that you can copy, paste and customize.

Once you get applicants, you'll need to efficiently review resumes and LinkedIn profiles to see who warrants an interview. Look with a targeted eye for the basic necessities and the "nice to have" qualifications the ideal candidate must have. Here are two visual guides to help you quickly identify quality applicants.

Don't have an ATS?

Easily track applicants on LinkedIn. After you post your job 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 job.



Where to share checklist

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

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

- ▶ We're hiring! Be a valued partner to our top-tier clients as a Relationship Manager. Start a new chapter in your career with us: [\[link\]](#)

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

- ▶ Work for a growing e-commerce beauty retailer! Join BeautyBar to create beautiful digital experiences as a web graphic designer: [\[link\]](#)

Relevant LinkedIn Groups that you are a member of.

- ▶ We're expanding our engineering team 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 employees. Ask them to share with their social networks, friends and past colleagues.

- ▶ Know someone who would be a great fit for our company? We have two new open roles - 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? We just opened a role for a Digital Marketing Specialist. Given your expertise recruiting for marketing, I thought you might know of some great candidates or silver medalists. Would appreciate any referrals you may have.

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

- ▶ Hey Drew - Was get 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? We're growing our team and thought you might know of a few great people. Thanks man.

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

Jump to the first 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.

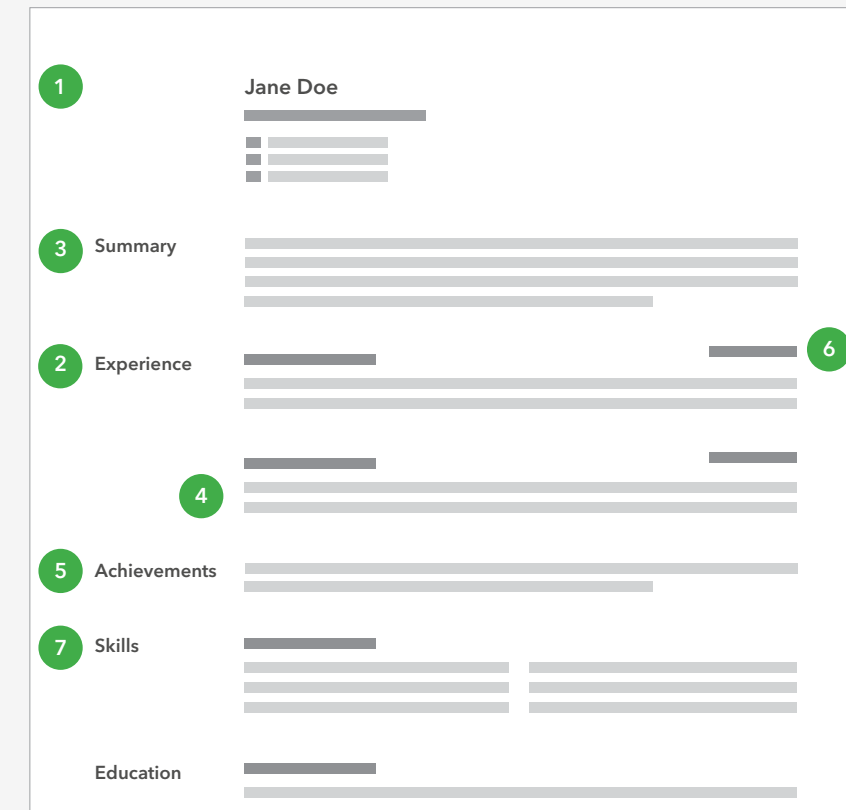
6. Accomplishments

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 role.

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

Now you're ready to attract the right applicants with a compelling job post. Once you customize and use the resources in this guide, you'll captivate and engage quality talent who will help move your business forward. Plus, you'll post jobs more efficiently, allowing you to spend more time conquering everything else on your to-do list. Remember that not everything is one-size-fits-all, so be sure to personalize and experiment to see what works best for your organization and culture.

Where to start

Want more inspiration?

Check out these [7 Tips for an Irresistible Job Description](#).

Ready to post your job?

Open up [LinkedIn Job Posts](#) to get started.

Hiring for several roles?

Consider [LinkedIn Job Slots](#).

Need to hire quickly?

Manage business growth with the [Tactical Guide to Growth Hiring](#).

Ready for the interview process?

Ask questions from the [LinkedIn Guide to Screening Candidates](#).

About us



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About LinkedIn Talent Solutions

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

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 433 million members worldwide, LinkedIn is the world's largest professional network.

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