



How to craft job posts that convert

Plus job description templates to help you get started



Why are job posts so important?

For most candidates, a job post is the first impression they have of your company. The words you use to craft job descriptions will have a direct impact on the responses you receive. Frantically written posts with vague descriptions, sprawling requirements, and unrealistic qualifications can turn away candidates who may otherwise be a great fit. It can also result in hundreds of unwanted applications, which means wasted time and money.

By following proven job posting methods, you can attract higher-quality candidates and speed up your time to hire – both of which have a direct impact on the bottom line for your company and make you the hero.





In this guide, you'll get:


- Best practices for writing job posts that attract qualified candidates
- 10 free job templates for the most in-demand jobs posted on LinkedIn
- Tips to get your jobs in front of the right audience

BAD EXAMPLE

The don'ts of writing a job post

Let's start off with an example of a post that is written poorly. Read through this example and the callouts to see what to avoid when writing your job post.

- ✗ Avoid jargon. Use well-known titles to make sure the role is clear.
- ✗ Don't leave this section too bare. Identify what makes your company a great place to work – don't be afraid to get creative here.
- ✗ Many great candidates will avoid positions that don't have concise goals. Prioritize responsibilities into 4-6 bullets.
- ✗ Don't format responsibilities and qualifications in paragraphs. Use bullets to make your post easier to scan and digest requirements quickly.



Data Ninja
San Francisco, CA US
Posted 2 weeks ago · 489 views

[Save](#) [Apply on company website](#)

Job Description

The ideal candidate will use their passion for big data and analytics to provide insights to the business covering a range of topics. They will be responsible for conducting both recurring and ad hoc analysis for business users.

Responsibilities

- Understand the day-to-day issues that our business faces, which can be better understood with data
- Compile and analyze data related to business-to-business
- Develop clear visualizations to convey complicated data in a straightforward fashion
- Help to assess new technologies for data scientists
- Partner with researchers and product managers in the R&D organization to build scalable models
- Build tools for data scientists to use, expedite, and improve the quality of their research
- Ensure the data conforms to the quality expectations of the organization
- Prioritizes, documents and organizes own work to meet deadlines
- Investigates non-standard requests and problems, with some assistance from others

Qualifications

Ideal candidates will have a Bachelor's or Master's degree in Statistics or Applied Mathematics, should have 3 – 5 years of data analysis experience, and be proficient in SQL and other database technologies.

[See less ^](#)



PROTIP:

Be sure to set realistic expectations with hiring managers about the talent pool in your area. Use tools like [LinkedIn Recruiter](#) to gather specific insights to push back on challenging managers.

GOOD EXAMPLE

The right way to write a job post

This post is for the same job as the last example – only this time written well. Read through this example to learn the correct way to structure your job post.



PROTIP:

The best-performing job posts compel top-quality candidates to apply rather than try to weed people out. Learn more in this [blog post](#).

✓ Be straightforward with titles – make sure the role is clear.

✓ Introduce your company in a way that reflects your unique company culture.

✓ Revisit job requirements often to ensure they accurately align with your current needs.

✓ Use bullets and be concise as possible to make the qualifications easy to scan. Always quantify the experience level necessary.

✓ Strike the appropriate balance between promoting business objectives and perks.

The screenshot shows a job post for a 'Data Analyst' at 'Flexis' in 'San Francisco, CA US'. The post was posted '2 weeks ago' and has '489 views'. There are two buttons: 'Save' and 'Apply on company website'. The job description is divided into sections: 'Job Description', 'Responsibilities', 'Qualifications', and 'Perks'. The 'Job Description' section describes the team's focus on creating competitive advantages through data infrastructure, metrics, insights, and data services. The 'Responsibilities' section lists four bullet points: understanding day-to-day issues, compiling and analyzing data, developing clear visualizations, and transforming data. The 'Qualifications' section lists three bullet points: a Bachelor's or Master's degree in Statistics or Applied Mathematics, 1-2 years of Data Analysis experience, and proficiency in SQL. The 'Perks' section lists four bullet points: potential perks, fully paid health and dental, 15 paid days off, and a 401(k) plan. The job post is presented in a clean, modern layout with a blue header and a white body.

Data Analyst
San Francisco, CA US
Posted 2 weeks ago · 489 views

[Save](#) [Apply on company website](#)

Job Description
Our Data and Analytics team is focused on creating competitive advantages for Flexis and our customers through novel data infrastructure, metrics, insights, and data services. We're a small but rapidly growing data science and engineering team that builds and leverages state-of-the-art analytics systems.

Ideal candidates will use their passion for big data and analytics to provide insights to the business covering a range of topics. They will be responsible for conducting both recurring and ad hoc analysis for business users.

Responsibilities

- Understand the day-to-day issues that our business faces, which can be better understood with data
- Compile and analyze data related to business issues
- Develop clear visualizations to convey complicated data in a straightforward fashion
- Transform data from one source or format to another, and import it into our product
- Gain an understanding of our product, our customers data, and the industry to inform data adjustments and quality

Qualifications

- Bachelor's or Master's degree in Statistics or Applied Mathematics or equivalent experience
- 1 – 2 years' Data Analysis experience
- Proficient in SQL

Perks

- Potential perks go here
- Fully paid health and dental
- 15 paid days off
- 401(k) plan

Templates for the 10 most highly recruited jobs

Now that we've gone over best practices, to help get you started crafting your own job posts, we created samples based on the top 10 jobs posted on LinkedIn across the globe. Each template reflects the most commonly used descriptions, skills, and qualifications for the role. [Click on the job titles below to view each template.](#)

The 10 most posted jobs:

Software Engineer

Project Manager

Account Manager

Account Executive

Business Development

Sales Manager

Business Analyst

Executive Assistant

Product Manager

Marketing Manager

TEMPLATE 1

Software Engineer¹

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

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



TEMPLATE 2

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



TEMPLATE 3

Account Manager

Job Description

We're looking for an account manager to join our team to grow new product sales by enabling customer success and identifying up-sell opportunities for our key accounts.

The ideal candidate will be able to appropriately identify the needs of both new and current customers in order to aid customers in their success using our product. This will be done by developing an appropriate level of communication with clients and internal team members to better understand and mitigate any issues the customer may face.

Responsibilities

- Work cross functionally within the company to communicate with all stakeholders to ensure customers' success
- Create and maintain relationships with customers to better understand and achieve their needs
- Make visits to our customers to identify opportunities for growth within our platform
- Manage all reporting about the health of customers' accounts

Qualifications

- Previous account management experience
- Articulate and well accustomed to a client-facing role
- Willingness and ability to travel



TEMPLATE 4

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



TEMPLATE 5

Business Development Manager

Job Description

We're looking for someone who networks, makes connections, builds relationships, and pursues opportunities. You will lead our efforts to generate revenue with new clients by executing a disciplined new business development protocol. You will research industry segments and company profiles, follow up on trade journal leads and opportunities, and coordinate with brand marketing for the pursuit of other targets.

The ideal candidate will be focused, have strong communication skills, and the ability to think strategically.

Responsibilities

- Identify new business opportunities
- Develop new relationships in an effort to grow business and help the company expand
- Maintain existing business
- Think critically when planning to assure project success

Qualifications

- Bachelor's degree or equivalent experience
- 3 – 4 years' prior industry-related business development experience
- Strong communication and interpersonal skills
- Proven knowledge and execution of successful development strategies
- Focused and goal-oriented



TEMPLATE 6

Sales Manager²

Job Description

We're looking for an experienced and well-rounded sales manager to lead our regional sales team. You will lead a high-performing, well-established team of seasoned sales professionals who are already in seat & exceeding quota.

The ideal candidate is a motivated, well-organized individual who has a deep understanding of prospecting and developing strong relationships with customers. They will provide complete and appropriate solutions for every customer in order to boost top-line revenue growth.

Responsibilities

- Develop and execute strategies to drive business in new and existing markets
- Perform cost-benefit analysis to meet customer needs
- Establish and maintain positive business and customer relationships
- Mentor employees to help them achieve individual and team objectives

Qualifications

- Bachelor's degree or equivalent experience
- Sales experience
- Strong time-management skills
- Highly motivated and target driven
- Excellent written and verbal communication skills

²This description reflects job title variations including Sales Manager and Sales Rep.



TEMPLATE 7

Business Analyst

Job Description

We're searching for a talented and passionate business analyst to join our Global Operations Team which is responsible for building and supporting scalable reporting systems that enable seamless experiences for our members and customers around the world.

The ideal candidate is a team player who will be responsible for working with company data in various business areas. Specific responsibilities include reporting metrics, analyzing methodologies, suggesting operation improvements, and building proposal evaluations in a cross-functional environment.

Responsibilities

- Track and report data
- Build cross-functional partnerships, internally and externally
- Manage budgets
- Maintain a competitive market knowledge

Qualifications

- Bachelor's degree or equivalent experience
- Fluency in Microsoft Office Suite (Outlook, Excel, Word, PowerPoint, etc.)
- Strong written, verbal and collaboration skills



TEMPLATE 8

Executive Assistant

Job Description

We're searching for an executive assistant to provide administrative support to our senior-level executives. You will be responsible for professionally interacting with management within and outside of the company, comfortably communicating with customers, vendors and visitors, and flawlessly handling confidential and critical details. In this role, it will be crucial for you to anticipate the needs of the executive team and work flexibly to accommodate schedules.

The ideal candidate will have experience supporting high-level executives. They should be well organized and be comfortable scheduling meetings and responding to emails on the executive's behalf. Lastly, this individual should be able to draft documents and help the executives with any necessary meeting preparations.

Responsibilities

- Calendar management
- Aid executive in preparing for meetings
- Responding to emails and document requests on behalf of executives
- Draft slides, meeting notes, and documents for executives

Qualifications

- Bachelor's degree or equivalent experience
- Proficient in Microsoft Office Suite
- Experience in managing multiple priorities, administrative coordination, and logistics
- Well-organized, detail-oriented, and able to multi-task with great follow-up skills
- Strong written and verbal communication skills



TEMPLATE 9

Product Manager

Job Description

Our product management team is responsible for defining and building the company's next generation tools and products that will generate \$20M in 2017. Our product managers lead the company in building our core product vision and feature set.

The ideal candidate is an analytical, customer-focused team player who will own the entire product lifecycle from strategy to launch. This candidate will also work cross-functionally to complete product roadmaps and discover new opportunities.

Responsibilities

- Create business models and analyze competitive landscape
- Bring 1 – 2 new products to market on-time and within budget
- Conduct extensive customer engagement and validation

Qualifications

- Strong written, verbal and collaboration skills
- Bachelor's degree or equivalent 3+ years of experience in Product Management, Engineering, or Consulting
- Develop creative marketing strategies



TEMPLATE 10

Marketing Manager

Job Description

We're looking for a marketing manager to play a key role in the growth of our customer marketing programs. This marketing manager will focus on leading and facilitating the future of customer marketing utilizing marketing automation, CRM, and other enterprise software solutions.

The ideal candidate will be responsible for creating and executing our marketing campaigns, evaluating our marketing performance metrics, and collaborating with internal teams. This candidate will have a strong marketing background with excellent communication and collaboration skills.

Responsibilities

- Define and execute the marketing and communication activities according to our marketing plan
- Coordinate all marketing activities to generate leads
- Collaborate with other teams to promote offerings
- Track performance of all marketing campaigns

Qualifications

- Bachelor's degree or equivalent experience
- 3+ years' experience in marketing
- Ability to multi-task
- Strong verbal, written, and organizational skills



Where should you post your job? Boards vs. networks

Once your job post is optimized for your specific company goals, you'll need to identify your distribution strategy to get it in front of the right audience. While job boards might seem like an obvious place to post your job, the sheer volume of untargeted responses can make finding the right candidate feel like finding a needle in a haystack.

Compare the LinkedIn job network with traditional job boards

In the LinkedIn job network:

- Job Posts are automatically recommended to the most qualified candidates.
- Both active and passive candidates see your posts on their feed, profiles, InMails, and more.
- 90% of our 500+ million member network are open to new roles, so more quality candidates will see your open positions.
- Use **Job Slots**, which are basically recurring Job Posts for greater flexibility and efficiency if you're constantly hiring.

On traditional job boards:

- Posts aren't targeted by experience which can deliver a large volume of unqualified applicants.
- 75% of applications go unfinished, meaning you lose out on a number of qualified candidates.
- Candidates must actively search for your specific role or title – ignoring the 70% of candidates who search passively.

Some final words of advice

Before you post, make sure your job descriptions follow these guidelines:

- Your job description is an advertisement for the position you're posting – make sure it's appealing, accurate, and detailed enough to interest the most qualified candidates.
- Describe the responsibilities and roles for the position you're seeking to fill – be specific.
- Outline the specific requirements you're looking for that are mandatory, not a laundry list, which can intimidate and discourage even the best candidates.
- Job seekers most often search using keywords. Make sure your job description includes the relevant terms that a job seeker would use to find your job.
- Include any benefits or perks of the job, like 401(k), flextime, profit sharing, stock options, etc., but don't overemphasize or you might attract the wrong audience.

And when it's time to post your job, use LinkedIn Jobs

You'll get quality applicants rather than noise through intelligent targeting, powered by a candidate's skills and experience. And now is the perfect time to post because our network is stronger than ever with 20 million professionals exploring Jobs across the LinkedIn experience each week – from mobile to desktop.

[Request free demo](#)

Learn more 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 500+ million members worldwide, including 75% of the U.S. workforce, LinkedIn is the world's largest professional network.

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