

JOB POSTING **GUIDE**

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A candidate looking for a job wants to know where will I be based, can I do the job, how much will I be paid, and do I want to work for this company?

When posting a job there are a number of elements that will ensure the job is optimised to deliver the maximum number of relevant qualified candidate for the vacancies.

JOB TITLES

A job title should be simple, short and clear. It is the first thing a jobseeker sees when they are looking for a job.

Jobs.ie sends an average of 14 million job alerts each month and 6 out of 10 people search for a job on their mobile phone. The first time a jobseeker sees a job will be probably be in a job alert email and their phone.

The technology we have running on the site uses the job title to find the best candidates for the role.

- ✓ **Use clear, specific job titles.** For example:
Sales Executive.
- ✓ **Do not add unnecessary text to the job title field.**
For example: terrific opportunity in Galway for an experienced Sales Executive.
- ✓ **Avoid multiple roles/levels.**
For example: Junior Sales Executive or Senior Sales Executive.
- ✓ **Avoid unusual job titles.** For example:
Data Analyst not Data Guru.

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LOCATION

Jobseekers want to know where they will be based, 7 out of 10 jobseekers use location in their job search. Our data shows that candidates who use location in their job search have a higher application rate.

Location is also a key filter in TalentBank searches.

Customers who use TalentBank are shown candidates in a 50km radius of the location in the job so adding accurate information is essential.

- ✓ **Choose between office location or work from home.**
- ✓ **Use the specific office location, For example not just “Dublin” or “Galway”.** We extract our locations from Google so we can offer jobseekers a more detailed list of vacancies near their precise location.

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SALARY

Candidates are up to 30% more likely to view a job that contains salary information. It also increases applications by 4%.

Adding salary information encourages applications from relevant, engaged candidates speeding up time to hire and reducing dropouts.

The salary field is **mandatory**, and the correct information must be added.

✓ **You may not want to disclose the salary.** You can select that option when posting. However, even if it is not published, the salary **must be accurate.**



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JOB DESCRIPTION

A well written, clearly laid out and detailed job description encourages applications from relevant candidates.

Key sections of a job description include an introduction to the company and company culture, an outline of the role and the responsibilities involved, skills, competencies and qualifications, salaries, and benefits.

- ✓ **Keep sentences short and concise,** many jobseekers will read the job description in an email.
- ✓ **Keep it clear, easy to read and well formatted and check spelling and grammar.** 14% of jobseekers will not apply for a job that is poorly laid out and contains errors.
- ✓ **Avoid mentioning other job titles in the job description.** It could confuse the search technology.

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FILTER QUESTIONS

Filter questions allow customers to pre-screen jobseekers, so you only receive applications from relevant candidates.

The Recruiter Hub suggests the most common filter questions and they are particularly useful when recruiting for a role that requires a specific skill.

Adding a filter question will cause applications to fall back by approximately 20% however the benefit for recruiters is that they have fewer applications from unsuitable candidates.

Some of the most common filter questions:
(You can also free type your question for specific needs.)

1

Are you eligible to work in Ireland?

2

What is your availability?

3

What is your annual salary expectation?

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CONTRACT

Whether a role is Permanent, Temporary, Contract, or Part-Time, 'Job types' account for 78% of filtered searches. In the drop-down menu, select the appropriate option for the role.

Choose the employment type you want the job to be visible under for candidates specifically searching for that contract type.

Choose the role's employment type:

Permanent

Temporary

Contract

Part-Time

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If you have any questions then your **Account Manager** or our **Customer Success Team** will be delighted to help.