

Successful Job Listings Start With a Good Job Description!

A quality job description is:

- Complete, accurate, understandable, and describes a current employment opportunity.
- Provides enough information to allow effective self-screening by the job seeker.

To ensure high quality, your job listing is reviewed by trained, professional Job Center staff. This is the essential *value-added* difference between Wisconsin JobNet and other Internet job boards.

DOES THE JOB LISTING PROVIDE ENOUGH INFORMATION?

If you were the job seeker, would you have questions after reading the job announcement?

- **Job duties, tasks and responsibilities:**

Specific and fully describes the situation even to someone not familiar with the occupation.

- **Equipment/machines/tools/computer programs used:**

Be specific. Are you willing to train?

- **Skills, knowledge and abilities:**

What is required to perform the *essential functions* of the job?

- **Licenses or certifications:**

Are occupational licenses required? TIP: *List only what is required to perform the essential functions of the job.*

- **Education and training:**

Is a degree or certificate required? TIP: *List only what is required to perform the essential functions of the job.*

- **Working Conditions:**

Explain physical requirements, work site conditions, exposure to weather, travel requirements, reimbursement for expenses, etc.

- **Hours, workdays, shifts, and duration of the job:**

Hours per week, shift hours, days of week, overtime, on-call, or holiday work clearly identified. Is the job seasonal or temporary?

- **Wages and benefits:**

State dollar amounts if possible. Explain unusual details in the "Additional Compensation" text field. TIP: *Vague or incomplete compensation information discourages quality candidates from applying!*

- **Company information:**

Use the "Company Profile" to accurately explain the company, products, services, advancement, career and employment opportunities.

- **Testing:**

Any required pre-employment tests have been identified on the job order.

IS THE INFORMATION CLEAR AND EASY TO UNDERSTAND?

If you were the job seeker, would anything be confusing or unclear?

- **Job Title:**

Simple, commonly used occupational titles avoid confusion and allow better keyword searching on the Internet. Tip: *You can use your company title in the job description to identify the job for application purposes!*

- **Work site location:**

Clearly identify all of the work sites, especially if different than the company headquarters.

- **Company name:**

Corporate names, mergers, and buy-outs can lead to confusion about local facilities. Local, commonly recognized company names work best. Tip: *Use the "Company Profile" to identify corporate connections.*

- **Abbreviations or jargon:**

Use only commonly understood abbreviations. Avoid industry jargon.

- **Application procedures:**

Application methods, deadlines, contact person, or special requirements are identified.

Quality Job Listings Bring Quality Results!