

## Protecting & Enhancing Your Organizational Brand During the Hiring Process CHECKLIST FOR AN EFFECTIVE JOB POSTING

- ✓ This job is *really* open and needs to be filled.
  - We have done an internal assessment and determined *this* job needs to be filled at *this* time.
  - If not, we have explained we are building a pool of qualified candidates or that filling the position is subject to certain conditions.
- ✓ The funding is confirmed: we know how we are going to pay for the position and how much is available.
- ✓ We have provided information about our organization's mission and an overview of our programming.
  - There is enough information to allow candidates to know who we are and what we do, and assess whether or not they want to join our team.
- ✓ We have stated where the position is based (e.g. our office, from home, multiple sites).
- ✓ We have stated if the position requires the successful candidate to provide her/his own equipment (e.g. laptop), work from home, travel, have access to a car or any other conditions necessary to fulfil the job.
- ✓ We have provided enough information about compensation (salary, benefits) to ensure we attract appropriate candidates.
- ✓ There is an accurate, specific, realistic list of responsibilities.
  - Responsibilities are appropriate for the title of the position and available salary.
  - Responsibilities are customized based on our internal needs assessment for the position.
- ✓ There is an accurate, specific, realistic list of qualifications.
  - Qualifications are appropriate for the title of the position and available salary.
  - Qualifications are customized based on our internal needs assessment for the position.
  - We have stated which are required and which are desirable.
- ✓ We have specified who the position reports to and/or supervises.
- ✓ We have stated whether this is a full-time position, part-time position, short-term contract, whether it entails shift work or any other related parameters.
- ✓ We have provided information on how to apply.
  - We have set up an auto-response acknowledging receipt on the email address to which applications are to be sent.
- ✓ We have stated a time range when interviews will be held / when shortlisted candidates will be notified.
- ✓ We have tested the posting for clarity and unstated assumptions by having it reviewed by external people.