



GETTING THE RIGHT CANDIDATES TO CLICK “APPLY”

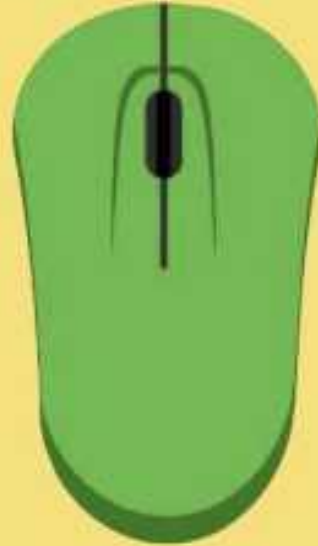
Writing an Effective Job Posting

Finding an ideal candidate is challenging and competitive. Use our proprietary hiring tool to write a job posting that stands out in any crowded, noisy job search engine.

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CALL TO ACTION

**Click Here to
Apply**



Writing an Effective Job Posting

Goal: *Getting the Right Person to Click “Apply” (in 400-800 words or less)*

- *Utilize a consistent format to use for brand awareness / recognition and ease of creation.*
- *Identify your target candidate and write a job posting that appeals to them, speaking their language.*

Job Title (Choose it carefully to attract the “right” candidates)

Introductory tagline (Create a compelling phrase, tagline or company motto that sets the tone for your company and the rest of the job posting)

About Us

- Include Company traits, culture, mission
- Share why your company over your competitors

Does the Following Describe You

- List desired candidate traits or checklist of success

Who We Want

- Describe your ideal candidate – Stand out in a positive way.
- Use compelling phrases like “fearless critical thinker” or “passionate believer in...” Keep all things fantastic.
- And further – now that the candidate knows what you want in an ideal candidate, tell them what a great _____ (position) they could become should they want to join your team.

What You’ll Do (the focus is to entice candidates)

- Write a brief job description
- Start with a 2-line overview
- Include Position details (accurate, concise skilled-based description including what makes this position preferable to other similar job openings)
- Use keywords that a candidate would search

Qualifications

- Minimum - list of non-negotiables.
 - These describe the minimum level of qualifications needed for an individual to perform the essential functions of the position.
 - They include education, licensure or certification, and any measurable and job-related experience.
 - All required qualifications must be measurable and job related.
 - The optimal number of qualifications should not exceed seven.
- Preferred – nice to have.
 - Additional measurable and job-related levels of experience, knowledge, and/or skill the ideal employee would have.
 - These are used to screen applications and are used to assist the hiring manager to further assess applicants typically through interviews.
- Use keywords for SEO purposes that qualified candidates will use in their job search.
- Beware of:
 - Action-oriented (self-starter, team-player, detail-oriented) terms that quickly turn into an ungainly assemblage of clichéd personal attributes.
 - Dry terms that describe technical know-how.

What We Will Include (close the deal)

- List the benefits, perks and why your company is a great place to work

How to Apply (clear call to action)

- If this position sounds interesting, please click “Apply Online” to submit your resume for consideration.
- Give candidates only one choice for a call to action (email, link to career page, apply button, fax).
- The less options the better and less chance for confusion.

SAMPLE

Sales Executive (Austin, TX)

Determining Fairness and Accuracy

XYZ Company is a high growth property tax consulting firm dedicated to reducing property taxes on commercial and industrial properties in Texas since their founding in 1986. We are headquartered in Austin, Texas and have been expanding our property tax services throughout Texas and into more than 20 states. We currently represent more than \$23 billion in real and business personal property nationwide.

We pride ourselves on the following:

- *Customer Service* – we provide outstanding, ongoing customer support
- *Teamwork* – we surround ourselves with the best team of property tax professionals
- *Extensive Knowledge* – our consultants have up-to-date knowledge of local tax jurisdiction requirements throughout the United States
- *Associations* – we work closely with Texas Association of Property Tax Associates (TAPTA), Institute for Professionals in Taxes (IPT), and the Austin Board of Realtors (SABOR) among others

Does the Following Describe You

- Intense commitment to help businesses get the greatest tax savings possible
- Passion for continuous improvement and learning
- Possession of a bullet-proof, positive attitude
- Strong sense of personal accountability
- Abundance mentality

Who We Want

As we prepare our goals for the future, we look for a team player to continue to lead the industry and expand our reach beyond our current boundaries. We are interested in learning where you have been. However, we are more excited in hearing where you are willing to go. Our ideal candidate is searching for an opportunity to utilize their exceptional problem solving and communication skills. They maintain an abundance mindset and are dedicated to continually expanding their expertise and knowledge to ensure the highest level of *customer service*. They have a desire to experience an array of opportunities that ensure they will never get bored.

What You'll Do

This individual will assist the Director of Sales by soliciting new customers and uncovering new opportunities. While maintaining a professional image of the company, they will continually strive to increase business by contacting companies to ascertain where they can provide the greatest value, obtain an agreement and save them money on their property taxes.

Qualifications

Minimum:

- 3+ years of successful sales experience
- Proficiency utilizing a Customer Relationship Manager (CRM)
- General knowledge of Microsoft Office products
- Exceptional writing and communication skills
- Unconditional commitment

Preferred:

- Knowledge of property tax business
- Tax industry sales experience
- Desire to understand the needs of businesses
- Current on industry trends and regulations in the property tax liability industry

What We Will Include

This role is very unique and not for everyone. However, it is amazing for the right type of individual. An excellent salary plus commission, employee benefits (including health, long-term disability and supplemental dental, vision and life insurance), along with comprehensive screening and evaluation, intense onboarding and recurrent training.

How to Apply

Please send a copy of your resume and include a cover letter explaining who you are and why you believe you would be the best possible choice for this position to admin@xyzcompany.com.