MITRATECH

Job Posting Optimization Checklist

Before You Write Your Job Description

Define Your Ideal Candidate:

Skills and experience (must-haves vs nice-to-haves)

Personality and work style

What motivates them?

Research Keywords:

Identify terms job seekers use for similar roles

Analyze competitor job postings for inspiration

While Writing Your Job Description

Compelling Title

Clear, concise, and reflects the role's essence

Avoid jargon and overly creative titles

Compelling Introduction

Briefly introduce your company and the role's impact

Highlight exciting aspects and career growth potential

Job Responsibilities

Bullet points with clear and concise descriptions

Focus on the most important aspects (5-7)

Use action verbs to describe tasks

Required Qualifications

List essential skills and experience needed for success

Tailor requirements to the specific role

Be mindful of over-restricting with qualifications

Preferred Qualifications (Optional)

List desirable skills or experience that are a plus

Don't exclude candidates lacking these if core skills are strong

Compensation and Benefits

Include salary range (if possible) or a clear compensation structure

Highlight key benefits (health insurance, vacation policy, etc.)

Company Culture

Briefly showcase your work environment and values

What makes your company unique?

Diversity and Inclusion

Use inclusive language that welcomes all qualified candidates

Briefly mention your commitment to diversity and inclusion (optional)

Clear Call-to-Action

Provide clear instructions on how to apply (link, email address)

Consider including a deadline for applications (optional)

Job Posting and Follow-Up

Post to Relevant Job Boards

Utilize a mix of general and industry-specific platforms

Consider paid job postings for wider reach

Promote on Social Media

Share the job posting on company social media channels

Encourage employee shares to expand reach

Review Applications Promptly

Set a timeframe for reviewing applications

Acknowledge receipt (optional)

Follow-Up Communication

Communicate with both shortlisted and rejected candidates

Briefly explain next steps for shortlisted candidates

Thank rejected candidates for their interest (optional)

Additional Tips

Readability: Use clear and concise language, bullet points, and white space

Accessibility: Ensure your job posting is accessible to candidates with disabilities

Proofread Carefully: Typos and grammatical errors create a negative impression

By following this checklist and focusing on clarify, information, and candidate experience, you'll craft a compelling job posting that attracts top talent and streamlines your hiring process. Ready to bring in higher quality applicants? Schedule a demo of our applicant tracking system today!

Book Your Demo ▶

About Mitratech

Mitratech has a 35-year history as a leader in providing technology and services that empower organizations to manage risks, increase efficiency, control costs, and scale for the future.

The lines continue to blur across Legal & Claims, Risk & Compliance, and Human Resources (HR)— and Mitratech is the trusted partner in driving clarity and collaboration across all these functions with cloud-based, automation-driven solutions.

For HR professionals, Mitratech's integrated technology portfolio now powers end-to-end talent strategy and compliance with world-class solutions for DEI, OFCCP compliance, talent acquisition and workforce analytics, learning and performance management, comprehensive background screening, ongoing monitoring, mobile access, award-winning I-9 capabilities, and more. These offerings are further supported by Mitratech's robust software and services across workflow automation, immigration case management, and policy management.

Mitratech serves over 20,000 organizations worldwide, spanning more than 160 countries.

For more info, visit: www.mitratech.com

MITRATECH

info@mitratech.com

www.mitratech.com