

## Writing a Position Announcement

Crafting the perfect position announcement sells both the position and the university. When your announcement is accurate, simple and catchy, it's easy to find the perfect match, because the perfect match finds you.

### Word Choice

- Avoid acronyms or jargon. Use terms job seekers would use when searching.
- Action words work best when describing responsibilities as opposed to simply listing the tasks.
- Be mindful that biased language can discourage candidates from applying.

### Length

- The most effective job descriptions/summaries are brief. Choose only the most significant information or key duties to highlight.
- The number of job seekers applying by mobile device is increasing. At K-State, 1,352 mobile applications were submitted for Fiscal Year 2017. Keep your announcement short to increase mobile-friendliness.
- Bullet points make it easier for job seekers to assess the job and their eligibility. Use bullet points for qualifications and summarize the most relevant responsibilities to less than 10 bullet points.

### Suggestions for the position announcement template:

You can use the default banner from the template or use another professional banner related to the position.

#### About This Role:

*Instead of "General Description of Position:"*

**Be brief.** Explain why this role is such a great opportunity and how it will be important to the college/unit, department, or university. Excite candidates by giving a preview of specific projects they will be working on or what they will be doing day-to-day.

**Be conversational.** Use "you" instead of "the incumbent/person/candidate." This will help the candidate envision what this role would look like and encourages them to apply.

**Highlight 5-7 essential job duties.** It is best to use bullet points when listing job responsibilities so that job seekers can quickly scan them. Start each responsibility with a "to be" verb rather than an "-ing" verb to make your statements more powerful.

<p><b>Why Join Us:</b>  <i>Instead of "About the College/ Unit or Department:"</i></p>	<p>Use your college/unit or department as a selling point. Think about the <b>"what's in it for me"</b> candidate viewpoint. You do not need to include everything, just the most appealing parts of working for your college/unit or department. Keep this section short and concise for effectiveness - in general, try to limit it to 1-2 paragraphs.</p> <p>If you need inspiration, reflect on why you love working for your college/unit or department or consider the following suggestions:</p> <ul style="list-style-type: none"> <li>• Include key facts or achievements that set you apart from other institutions (awards, research, etc.)</li> <li>• Share what your department does and the customers you serve or services you offer</li> <li>• Provide the location and perks (faculty/staff organizations/clubs, events, etc.)</li> <li>• Use phrases and keywords that describe the culture, mission, or vision (ex: innovative, customer-service orientated, diversity, etc.)</li> <li>• Benefits packages and professional development opportunities</li> <li>• Utilize video that shows your college/unit or department as a great place to work</li> </ul>
<p><b>What You'll Need to Succeed:</b>  <i>Instead of "Required Minimum Qualifications:" or "Preferred Qualifications:"</i></p>	<p><b>Minimum Requirements:</b></p> <ul style="list-style-type: none"> <li>• Applicants need to quickly determine if they are qualified for the job. Bullet points allows them to quickly scan and assess their eligibility.</li> </ul> <p><b>Preferred Qualifications:</b></p> <ul style="list-style-type: none"> <li>• Highlight the most essential with a bullet point list. Long lists can be overwhelming and discourage people from applying.</li> </ul> <p><b>Other Requirements:</b></p> <ul style="list-style-type: none"> <li>• Necessary licenses, registrations, certifications, equipment used, and general information (ex: on-call, standby, inclement weather)</li> <li>• <b>Remove this phrase for sponsored positions:</b> <i>Applicants must be currently authorized to work in the United States at the time of employment.</i></li> </ul>
<p><b>How to Apply:</b>  <i>Instead of "Special Instructions to Applicants:"</i></p>	<p>When you are requesting more than one document, use a bullet point or numbered list so applicants can easily see what they will need to submit. Keep in mind that asking for many additional documents can discourage people from applying.</p> <p>Please submit the following documents:</p> <ol style="list-style-type: none"> <li>1. Document A</li> </ol>

<p><b>Screening of Applications Begins:</b></p>	<p><b>Select one of the options below:</b></p> <ol style="list-style-type: none"> <li>1. Screening begins by (date). <ul style="list-style-type: none"> <li>• Search committee will not screen applications until the specified date. Strategic Partner will close the advertisements on those dates and will re-open upon request.</li> </ul> </li> <li>2. Screening deadline is (date). <ul style="list-style-type: none"> <li>• Regardless of when the search committee begins screening, advertisements will close and applications will no longer be accepted after the specified date.</li> </ul> </li> <li>3. Screening begins immediately and continues until position is filled. <ul style="list-style-type: none"> <li>• Search committee will screen applications as they come in and must continue screening ALL applications until position is filled, regardless of where the search committee is at in the review process.</li> </ul> </li> <li>4. Screening begins immediately and continues until (date). &lt;OR&gt; Screening begins immediately. For best consideration, apply by (date). <ul style="list-style-type: none"> <li>• Search committee will screen applications as they come in and will continue screening until specified date. Applications after the specified date will be considered a 2nd pool and cannot be reviewed until all applications prior to that date are deemed unqualified/unsuccessful.</li> </ul> </li> </ol>
<p><b>Anticipated Hiring Pay Range:</b></p>	<ul style="list-style-type: none"> <li>• For positions compensated annually or bi-weekly, use "Salary Range:"</li> <li>• For positions compensated at an hourly rate, use "Pay Rate:"</li> </ul> <p>Follow guidelines set by Compensation and Organizational Effectiveness: <a href="http://www.k-state.edu/hcs/work-life/compensation/job-title-search/resources/comp-hiring-practices.html">http://www.k-state.edu/hcs/work-life/compensation/job-title-search/resources/comp-hiring-practices.html</a></p>