

Optimize your job post to attract top passive & active candidates

1. Company Name & Logo

Start typing your company name and choose it from the dropdown, so the job is connected to your Company page. The logo from your Company will appear once you've chosen from the list.

2. Company Description

Describe what it's like to work for your organization. Is it a fast-paced scrappy start-up? An established organization with great benefits? Paint a picture of your organization's culture.

3. Industry

Choose the industry that best fits your organization or the particular role you are posting. Pick more than one if they are relevant.

4. Job Title

In a world of uniqueness, avoid creativity in the job title. Search for similar jobs and find a common title that candidates will recognize. Then, be sure to choose a standard title from the drop-down list.

5. Experience

Choose the level of experience that's the best match for this role.

6. Job Function

Indicate the job function by choosing from the standardized list.

7. Employment Type

Full time? Part time? Choose the option that best fits the position.

8. Job Description

In the job description, describe your perfect candidate. If they were looking at this job, what would make them consider this opportunity? Include information about perks like 401k or flex time.

9. Desired Skills and Expertise

Include the most critical skills and experience for the position.

10. Veterans Job Bank

Checking this option will indicate that your organization is Veteran-friendly and will cross-post your position to the NRD.gov web site.

11. How Candidates Apply

Enter your email address to collect applications through LinkedIn. You'll easily be able to view and manage them on LinkedIn.com. If you direct candidates to an ATS, it is crucial that you link directly to the job post in the ATS, not a general career page.

12. Job Poster

Showing your profile is a great way to encourage candidates to start a conversation and network into the role.

The screenshot shows the LinkedIn 'Build your job posting' interface. It is divided into several sections, each with a numbered callout (1-12) on the left side:

- 1. Company:** A dropdown menu for selecting the company.
- 2. Company Description:** A rich text editor for describing the company's culture.
- 3. Industry:** A dropdown menu for selecting the industry.
- 4. Job Title:** A dropdown menu for selecting a standard job title.
- 5. Experience:** A dropdown menu for selecting the required experience level.
- 6. Job Function:** A dropdown menu for selecting the job function.
- 7. Employment Type:** A dropdown menu for selecting the employment type.
- 8. Job Description:** A rich text editor for describing the job role.
- 9. Desired Skills and Expertise:** A rich text editor for listing required skills.
- 10. Veterans Job Bank:** A checkbox to indicate if the organization is veteran-friendly.
- 11. How candidates apply:** Radio buttons to choose how to collect applications (LinkedIn or external site).
- 12. Job Poster:** A checkbox to show the job poster's profile summary.

Job Post Location & Job Packs

1. Location

Choose the location where your job will be performed. Each job can only have one location, but job seekers from around the world will be able to view your posting. If it's a remote job, state this in the description and set the location as the company headquarters.

2. Multi-packs

Choose to purchase a single 30-day posting or a discounted 5- or 10-job pack. If you are making multiple hires, consider purchasing a multipack to get a discount.

When using your job post credits from multipack purchases, the zip codes for different job post don't have to be the same. Keep in mind that job post prices vary by location, and your multipack credits only work in locations where job post prices are equal or lesser in value. All credits expire one year from purchase date, and individual job posts last 30 days from the date they go live.

Share with Your Network to Extend Reach of Your Job Post

Once you've posted a job, selectively share it with the right audience: your network, related groups, and other social networks. Another best practice is to ask your colleagues to share the job across their networks and groups, as well. Members that share job posts with social networks receive over 30% more applicants, on average.

3. Share job

Go to the job posting on LinkedIn.com, select "Share this job" on the right side of the page.

4. Select networks

Then, select where and with whom you would like to share the job.

Be sure to make use of LinkedIn Groups, which are great, specialized talent pools. Find and join groups that your potential candidates may be in, and then post your jobs to those groups to broaden your reach.

Get started today

Learn more and get your own jobs posted to an audience of millions, today at:

<http://lnkd.in/jobposts>