Independent Banker  
April 2023  
Portfolio

[tag] Leadership at All Levels

[hed] Crafting a standout job post

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You've just learned that one of your most trusted and talented team members is retiring after decades in their role. At this point, as far as you’re concerned, they're irreplaceable. But replace them you must.

How do you write a job posting that'll bring you the ideal candidate?

In today's competitive marketplace, it's important to capture the attention of job seekers quickly. Keeping the post short and sweet is key, but there are some other points that you’ll want to consider. Here are a few ideas:

* **Define the role clearly from the get-go.** Start with the job title and briefly describe what the role is.
* **Big blocks of text are off-putting.** Remember that many candidates will be looking at your post on a mobile device, so it needs to be digestible. Try breaking down your key requirements into bullet points and use engaging subheads to keep the reader reading. This a job posting, not a job description. You have a few seconds to grab the right candidate’s attention. Make them count.
* **Avoid jargon.** Make sure your language is friendly and clear.
* **Stay realistic.** As much as you'll want to find a candidate who can fill your colleague's shoes, resist asking for the moon. Keep your wish list brief, asking only for the essential skills and qualifications. If you find the right candidate, you can teach them additional skills.
* **Flexibility is key.** The pandemic forced a change to work life, and many people are loath to return to the office full-time. While not all positions can be remote or flexible hybrid, consider offering these options if possible.
* **Be clear about pay and benefits.** If you can offer a salary that's above the industry standard, mention it. If you can’t offer a competitive salary but have excellent benefits and perks, make sure to highlight those. If you have all the above, say that loud and clear.
* **Keep it snappy.** Include some compelling facts about your bank, such as its culture and values. If you value diversity and inclusion, say so. But keep the bank description brief and towards the end of the post. You can add links to supplemental information if needed.
* **Use images.** If possible, consider adding photos and videos to catch the attention of job searchers. If well chosen, they’ll do a lot of the work for you.
* **Spread the word.** Use social media. Ask your team and peers to share the job posting.

Just like selling a house, if your job post doesn't get any traction at first, make some changes to the ad. Keep changing it until you get the results you need. Before long, you’ll have your new team member and wonder how you ever survived without them.

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