

Job Posting Checklist

A Quick Guide for Recruiters

Use this checklist before publishing a job to make sure it's clear, searchable, and easy for candidates to apply. This is not an exhaustive list. It is intended as a quick-reference summary to help guide the posting process, not replace a full review.

Job Title

- Use a standard job title candidates actually search for
- Avoid internal titles, acronyms, or creative names
- Spell out abbreviations (E.g. Manager instead of Mgr.)
- Include level or specialty if relevant (e.g., Senior Project Manager, Healthcare IT)

Job Summary

- Begin with 2-3 sentences explaining the role and why it matters
- Include the job title and location in the opening paragraph
- Mention the type of opportunity (contract, temp-to-hire, direct hire)
- Keep the full job post around 300-700 words
- Write in second person ("You will..." vs. "The candidate will...")
- Open bullets with an action verbs (e.g. Manage, Collaborate, Build, Support)

Location and Work Type

- Include city and state
- Add nearby metro area if helpful (e.g., Warminster, PA; Greater Philadelphia Area)
- State if the role is onsite, hybrid, or remote
- For remote roles, specify location limits or time zones

Responsibilities

- Use bullet points for day-to-day tasks
- Include realistic expectations about schedule or workload
- Include tools, systems, or environments if relevant (e.g., Salesforce, SAP, AutoCAD)
- Focus on core responsibilities

Qualifications

- Focus on must-have qualifications first
- Include years of experience, certifications, or licenses if required
- Mention key technical skills or tools candidates should know
- Avoid long lists of "nice-to-haves"
- Consider whether a degree is truly required. Listing one unnecessarily can shrink your candidate pool

Pay, Benefits & Environment

- Include salary or hourly range if available
- Mention key benefits (e.g. health, PTO, 401K)
- Briefly describe the team or work environment
- Highlight growth opportunities or career progression

Note: Several states now require pay transparency in job postings. Check local regulations before publishing.

Application Instructions

- Include clear instructions on how to apply
- Set expectations for the next step in the process

Search Visibility

- Use keywords candidates search (e.g., administrative assistant, office support, clerical)
- Mention job title and location naturally a few times in the post
- Ensure the job URL includes the job title and location (e.g. /jobs/senior-accountant-warminster-pa)
- Limit job titles to 65 characters. This ensures the full title, including the location, is visible in mobile search results
- Avoid vague job descriptions that make the role hard to understand
- Make sure the job page is live and accessible