



10 Tips

For Creating Top-Notch Job Content





The Value of Great Job Content

With over 110,00 jobs added to **au.indeed.com** each month, your jobs need to stand out in order to reach the best candidates. Successful recruiters understand that targeted job descriptions are now the most effective marketing tools to attract talent — and the best descriptions are crafted with job seekers, and what they are searching for, in mind.

Simply put, great content attracts great candidates. Here are 10 tips to help you get there.

- 01** Get attention
- 02** Target
- 03** Be open
- 04** Make every word count
- 05** Be precise
- 06** Avoid jargon
- 07** Be honest
- 08** Learn from others
- 09** Always test
- 10** Have fun!

01 | Get attention

When drafting a job description, open with an attention grabbing paragraph. Be as specific as possible when describing the role. Candidates will lose interest when reading a generic description, so make sure that your job content is compelling, interesting and relevant.

Putting this tip into practice

You need to strike a balance between giving enough information about the role and being creative. Take a look at this Apple job description as an example of how you can craft job descriptions that are both interesting and true to your employer brand.



Help architect our future. Be a leader of leaders. Get ready for your perfect job, one that encourages you to think strategically yet stay connected with your teams. Do you have premium brand, regional or director-level experience? If so, prepare to innovate, create, and inspire.



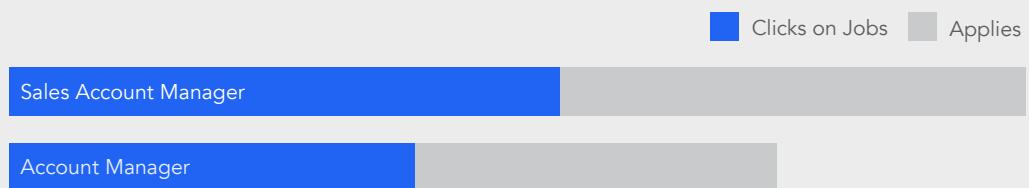
02 | Target

Generic job titles are less effective than targeted ones, so try to include phrases that describe the role. For instance, when looking for someone who manages events and sponsorships on the marketing team, using a job title such as “Events and Sponsorships Manager” is better than “Marketing Manager.”

Putting this tip into practice

When an Indeed client was not attracting relevant candidates for an Account Manager role, our team analysed the job description and performance. We discovered the job was sales focused — a key element not represented in the job title. When the title was changed to “Sales Account Manager,” the performance of the job increased significantly.

“Sales Account Manager” is a more effective job title than “Account Manager”



After changing the job title from “Account Manager” to “Sales Account Manager” the client experienced a 42% increase in applies and a 36% lift in clicks. And because it was a Sponsored Job, there was a 3% reduction in spend.¹

03 | Be open

Give job seekers a sense of your style and culture. Elaborate and be open about sharing core values, perks, benefits and industry awards with people reading your job description — it creates a memorable impression as they consider whether or not to apply for the job.

Putting this tip into practice

Every organisation has something that makes it unique and special, and you should communicate this in your job content. Take a moment to think about what it's like to work at your company and how you can demonstrate this to job seekers. Here's a job description from Airbnb for inspiration:



The Communications team manages the voice of Airbnb. We're a small team of ex-political operatives and former Olympic athletes that deploys to locations around the globe — whether it's broadcast interviews in Berlin or a speech in San Francisco, we're there. We're quick on our feet, whether it's in a briefing or on the dance floor, and we're never first to leave the party.



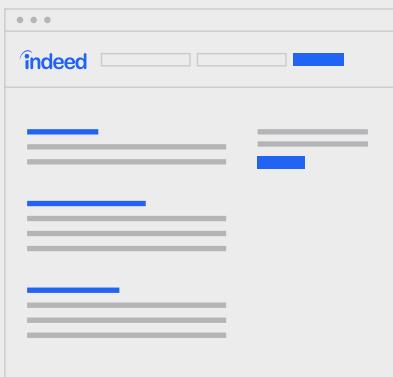
04 | Make every word count

Sometimes removing content is as important as adding it, so try and strike a balance between providing enough detail in your job descriptions and being concise. You don't want to overwhelm job seekers with pages of content if a single page is all that's needed.

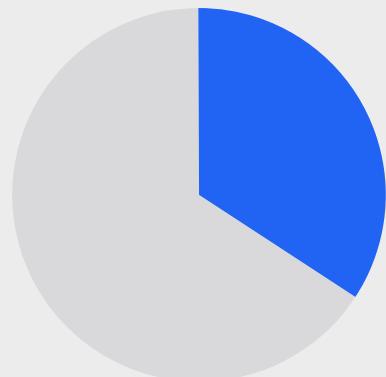
Putting this tip into practice

Indeed research shows there is an optimal length for job content to attract the best candidates. Roles with descriptions between 700 and 2,000 characters get on average 30% more applies.²

Job descriptions between 700 and 2,000 characters



30% more applies



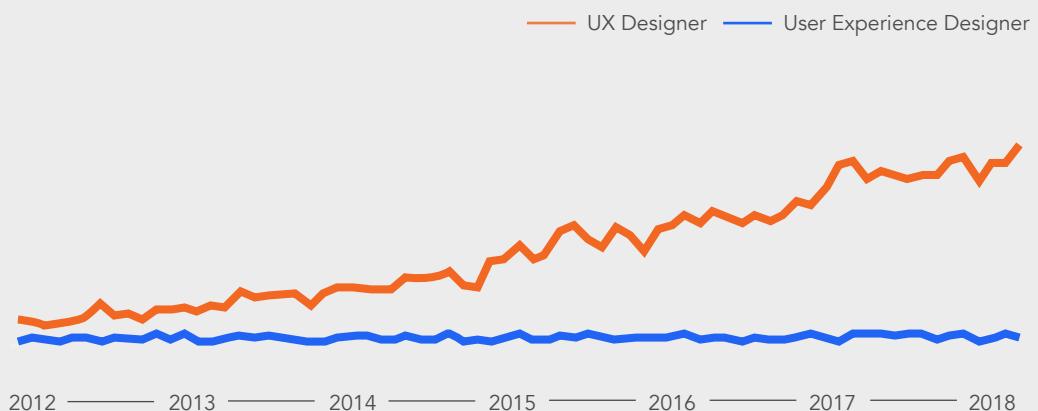
05 | Be precise

Targeted job titles are more effective than generic ones, so try to include phrases that describe the role. If you're hiring a "Java Developer," call it that. Not a "Java Ninja" or "Java Hacker." Those quirky job titles don't include common search terms that people use, making your job hard to find. Before crafting a job description, you can look at a few tools to help you identify popular titles for certain jobs.

Putting this tip into practice

Google Trends is a free tool that measures the relative popularity of search terms on Google over time. The graph compares "User Experience Designer" with "UX Designer" and shows that "UX Designer" is currently the more popular job title, whereas the relative popularity for "User Experience Designer" has stagnated over time.³

"UX Designer" has gained in popularity over "User Experience Designer"



06

Avoid jargon

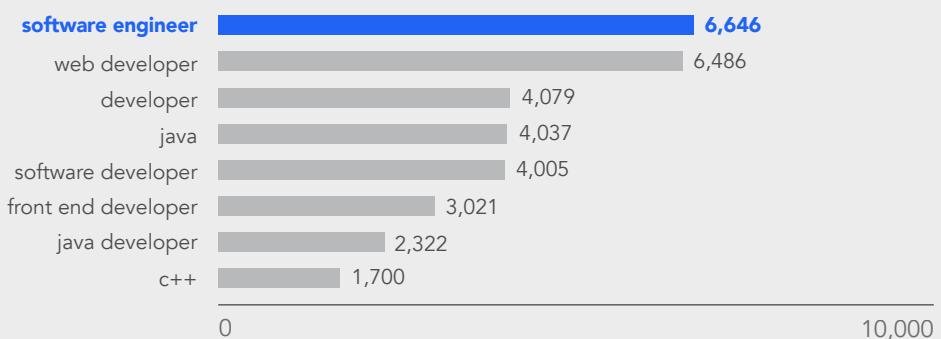
When writing job descriptions, forget internal titles, acronyms and jargon. Instead, you can use analytical tools and performance reports from Indeed to test which titles and descriptions receive the most traffic and produce quality candidates.

Putting this tip into practice

Craft content that is descriptive and contains the terms job seekers use to find your jobs. The title “Pharmaceutical Sales Specialist” is better than “Sales Associate III” because it contains more detail and is not linked to an organisational structure that the candidate may be unfamiliar with. The Indeed team can help you use Indeed analytics and other performance data to craft better job descriptions. Contact us to learn more.

For jobs in the software development industry in Australia, the keywords that drove the most traffic on Indeed were “software engineer” and “web developer”.⁴

Top search terms per click on Indeed



07 | Be honest

Don't exaggerate or underplay the responsibilities of the role. Sometimes we see job descriptions that oversell the opportunity in order to attract people, but this approach will backfire in the long run. For example, if your organisation operates in one country, don't describe it as "global."

Putting this tip into practice

Use job titles and descriptions that accurately reflect the role. Review your job content to check that there is no disconnect between the position you're trying to fill and the type of candidate you're looking for.

In this example, the job title listed is for a Coordinator, but the description is more suited to a supervisory role.

Assisted Living Coordinator

Qualifications :

Minimum one year supervisory experience

Hiring, coaching and performance management

BA/BS degree

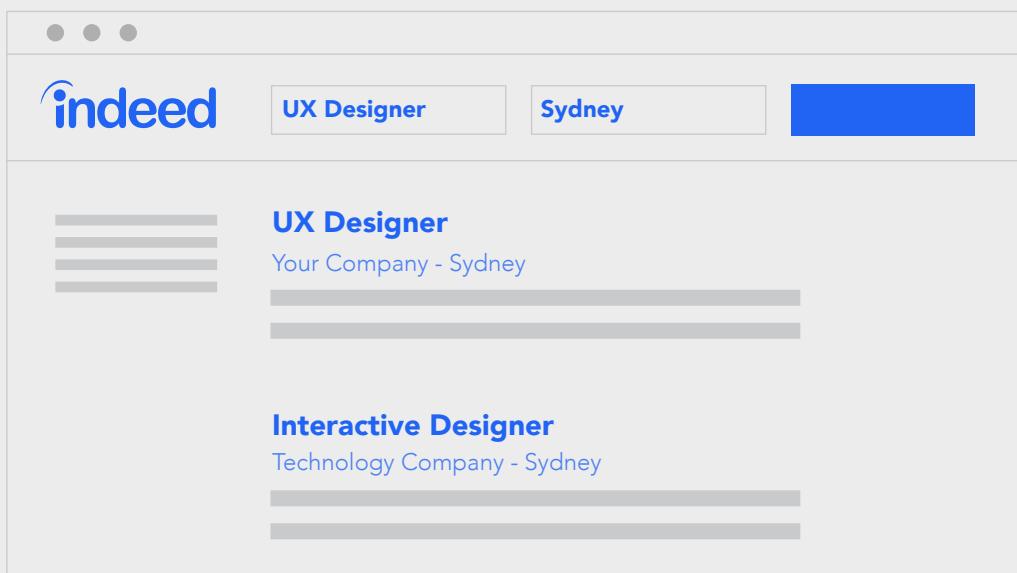
The ability to handle multiple priorities and delegate assignments. A dedication to seniors and their well-being.

08 | Learn from others

Take a look around to understand what the competition is up to, and see if there are any strategies that you may be able to adapt. Your rivals may take a different approach to recruitment that you could utilise in your own strategy. We don't advise that you copy your competition, but rather be aware of different recruitment strategies.

Putting this tip into practice

Using Indeed, you can search for your competitors' jobs and evaluate the titles and descriptions they're using. This can help you craft your own job content.



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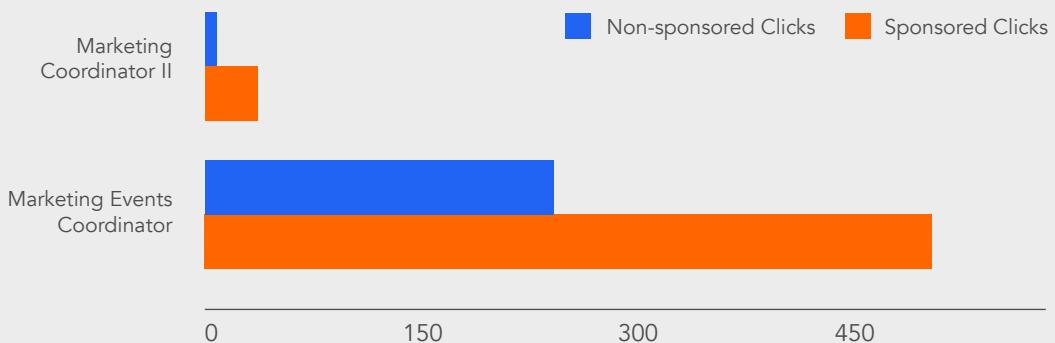
Always test

Experiment, challenge assumptions and test constantly. This means continually tweaking, analysing and optimising job titles and descriptions for improvements. You can do experiments to compare different versions of your job titles and descriptions to see which ones drive the best results.

Putting this tip into practice

Test the performance of different job titles to understand what attracts the most candidates. We compared “Marketing Events Coordinator” with “Marketing Coordinator II” and found descriptive job titles get more clicks in both non-sponsored and sponsored listings on Indeed. By comparing the performance of job titles, the more effective ones will stand out, allowing you to optimise your campaigns.

Changing the job title to “Marketing Events Coordinator” increased non-sponsored and sponsored clicks significantly⁵



10 | Have fun!

Being an expert on the content that delivers hires for your business can be highly rewarding. We advise organisations to make content creation and measurement a key responsibility, and we encourage the sharing of results, successes and best practices.



Your next hire is here.

About Indeed

Indeed is the #1 job site in the world⁶ and allows job seekers to search millions of jobs on the web or mobile in over 60 countries and 28 languages. Over 200 million unique visitors each month search for jobs⁷, post resumes and research companies on Indeed.

See how Indeed can help you hire

au.indeed.com/hire

Questions?

Contact us at au.indeed.com/hire/contact

Source: 6. comScore, Total Visits, March 2017

7. Google Analytics, Unique Visitors, September 2016