Writing an Appealing Job Description: Tips and Strategies

When entering the information for a job posting in Careerolina, you will find the various fields that are outlined below. Use these strategies in each field to write the best job description possible and attract more students! Remember that your posting will be saved in your Careerolina account after it has expired so there is no need to re-write the job post when you are ready to advertise in the future.

Title: <insert employee job title>
This is the first thing a student will typically see when searching the database for a job. Don’t be afraid to get creative and promote what you think students will like best about your job. (ex. location, product, work environment, etc.) Some examples could include: Fashion Stylist at Chic Boutique, Eco/Green Store Assistant, Legal Aid at Chapel Hill Office, Team Member at Fun Local Store, Waitress-Flexible Scheduling, Sales Associate with Advancement Opportunity, Wait Staff- Great Pay+Free Meals!

Job Description: <insert job details>
This is your opportunity to sell your position! Include job duties as well as any benefits of the job such as discounts, free meals, vacation days, advancement opportunities, fun working environment, flexible scheduling, proximity to campus, etc.

Qualifications: <insert details>
This section allows you to communicate your needs and/or wants in an ideal candidate. Include information about preferred or required skills, qualities, experience, availability, etc. Tip: Specify what is required versus preferred so as not to deter eligible candidates.

Resume Receipt: <insert details>
Include directions to apply such as: email resume and introduction to… apply online at… apply in person at…

Salary Level: <insert details>
Including an hourly rate or salary range is best but if you prefer to not specify, simply use commensurate with experience, competitive pay, or the like. If you need guidance on typical pay ranges, please see the Pay Scale Recommendations.

Approximate Hours Per Week: <insert details>
Students often have a number of hours in mind that they would like to work per week. Including your job’s estimated weekly hours or range of hours in the description is helpful for both you and the student. This will ensure that you and the student are not wasting each other’s time during the hiring process.

Expiration Date: <insert date>
Choose a job posting expiration date that is long enough for you to get a good number of candidates, but not so long that the posting begins to look dated. (the newest postings rise to the top and are the first thing students see!) It is recommended that you post no longer than one month and no less than one week. If your job has not been filled after one month, we suggest letting it expire and reposting the position so that it appears new again. (The job description will be saved in your Careerolina account so there is no need to write a new one)