



# 10 Tips For Creating Top-Notch Job Content



# The Value of Great Job Content

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With over 3.5 million jobs added to [Indeed.com](https://www.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.



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# 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.

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### 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.**

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 a Marketing Manager role, our team analyzed its job description and performance. We discovered the job was communications focused — a key element not represented in the job title. We then analyzed the overall performance of different job titles in the marketing and communications industry, and this is what we found.

“Marketing Communications Manager” is a more effective job title than “Marketing Manager”

**+74%**

more clicks  
per job

**+42%**

more impressions  
per job

**-27%**

decrease in cost  
per apply

When comparing the performance of “Marketing Manager” and “Marketing Communications Manager” job titles in the U.S, we’ve observed a **42% increase in impressions per job** and a **74% lift in clicks per job** for the more specific job title, “Marketing Communications Manager”. For Sponsored Jobs, there is a **27% reduction in the average cost per apply** for “Marketing Communications Manager”.<sup>1</sup>

<sup>1</sup>Indeed data (US) Q4 2019

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.

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## Putting this tip into practice

Every organization 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

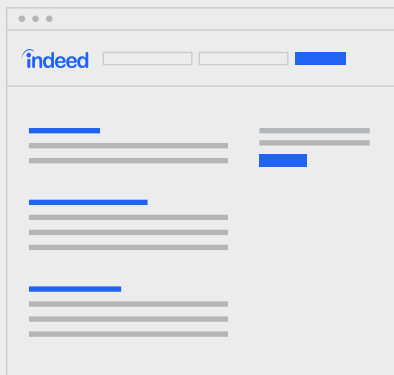
## Make every word count

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 candidates. Roles with descriptions between 700 and 2,000 characters get up to 30% more applies.<sup>2</sup>

**Job descriptions between 700 and 2,000 characters**



**up to 30% more applies**



<sup>2</sup>Indeed data (worldwide)

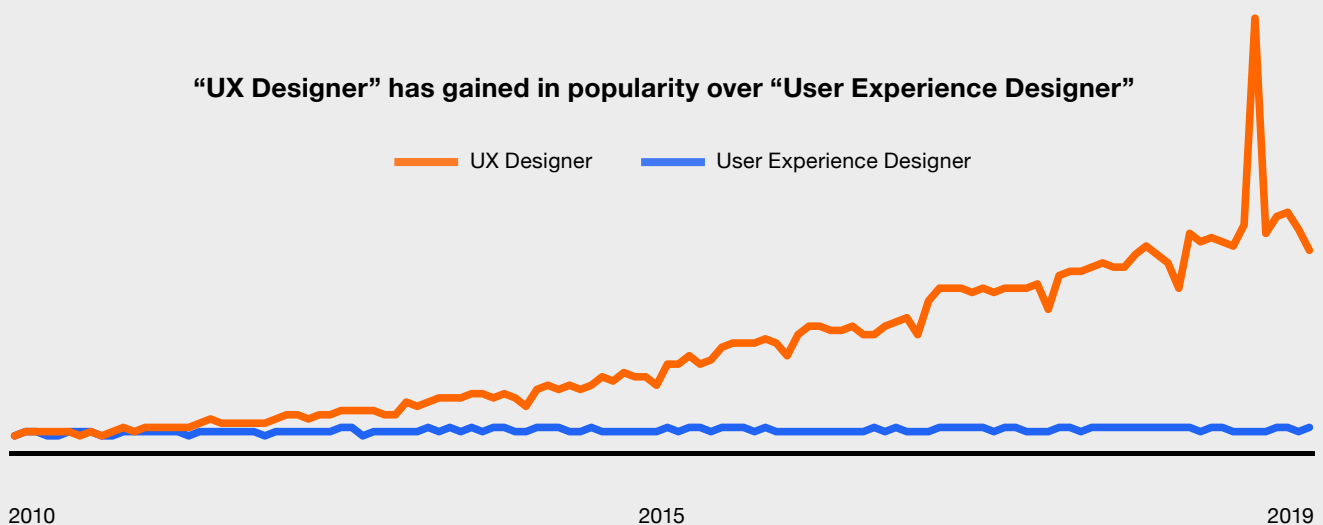
# 05

## Avoid Jargon

Use skills and phrases that people will search for. 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.<sup>3</sup>



<sup>3</sup>Google Trends



# 06

## 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 organization 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**

Required Qualifications:

Minimum one year supervisory experience

Hiring, coaching and performance management

University degree

The ability to handle multiple priorities and delegate assignments.

A dedication to seniors and their well-being.

# 07

## Keep it simple

It can be tempting to over format your job description with lots of bullets and subheads, but don't feel obligated to use up all the space available in your job description. Keep things simple and include only the most impactful information.

### Putting this tip into practice

Here is an example that includes a long list of generic bulleted requirements or ideal characteristics for the candidate. This format can be friendly to view on mobile, but you shouldn't feel obligated to include generic requirements in a bulleted list, or even use a bulleted list at all!

#### We're looking for a Billing Coordinator to join the team. The ideal candidate:

- + is detail-oriented
- + is an adept problem solver
- + is driven by a natural sense of curiosity
- + has strong investigation skills
- + is comfortable weighing multiple pieces of information at once
- + can make logical decisions about sensitive, timely billing questions
- + is an effective, empathetic communicator
- + can talk to users, teammates, and other departments with equal skill

Here's another take on the same example. As you can see, it incorporates more of the writer's voice and more clearly speaks to how the requirements in the bulleted list relate to each other.

We're looking for a Billing Coordinator to join the team.

The ideal candidate is a **detail-oriented problem solver** with a **natural sense of curiosity** and **strong investigation skills**.

You should be **comfortable weighing multiple pieces of information** to **make logical decisions** about sensitive, timely billing questions.

And you should be an **effective, empathetic communicator** who's able to talk with users, teammates, and other departments with equal skill.

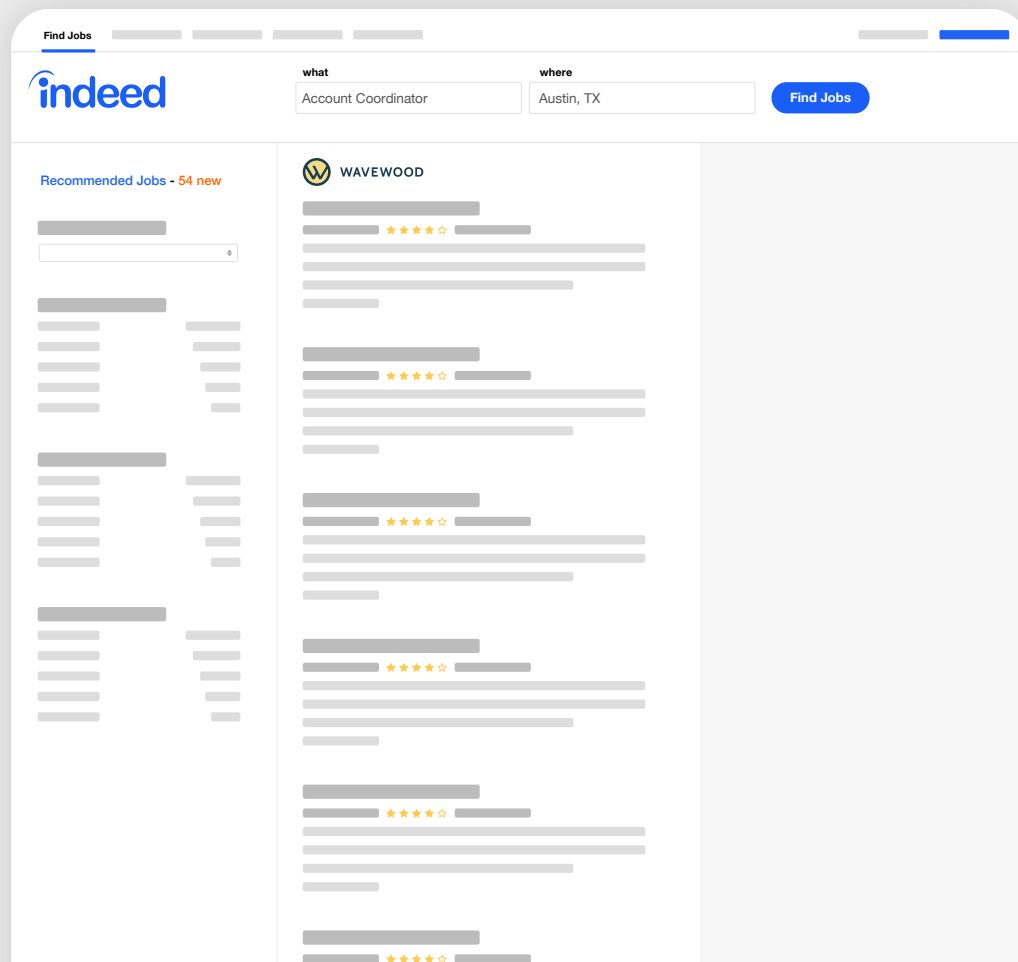
# 08

## 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.



# 09

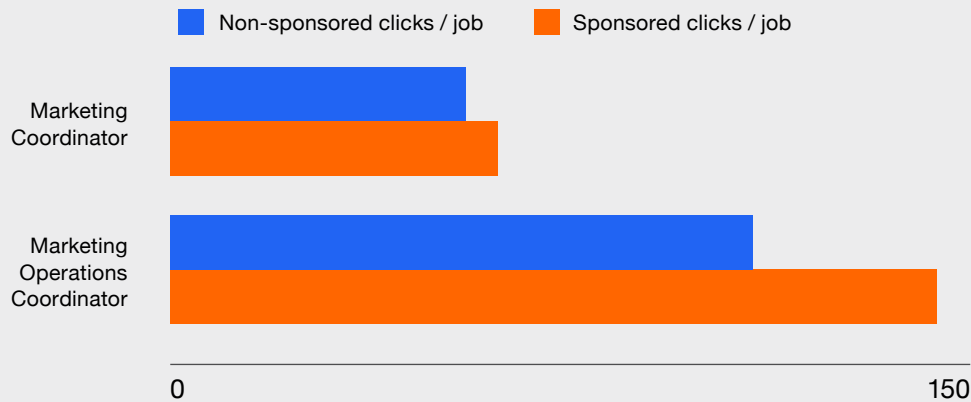
## Always test

Experiment, challenge assumptions and test constantly. This means continually tweaking, analyzing and optimizing 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 Operations Coordinator” with “Marketing Coordinator I” and found that the more descriptive “Marketing Operations Coordinator” job title gets more clicks per job 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 optimize your campaigns.

“Marketing Operations Coordinator” receives significantly more non-sponsored and sponsored clicks per job<sup>4</sup>



<sup>4</sup>Indeed data (US) Q2 2019

# 10

## Have fun

Being an expert on the content that delivers hires for your business can be highly rewarding. We advise organizations 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

Indeed helps people all over the world hire and get hired. Over 250 million people each month search for jobs, post resumes and research companies on Indeed.<sup>5</sup>

Get started today at [indeed.com/hire](https://indeed.com/hire), contact us at 1-800-909-5939 and find more insights at [indeed.com/lead](https://indeed.com/lead).

<sup>5</sup>Google Analytics, Unique Visitors, September 2018