

Posting to Recruit Qualified Applicants

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Attracting, recruiting, and retaining quality employees remains a challenge for many employers. A key element in meeting this challenge is posting the position and a job description.

Most of us tend to focus on what we want. We use the communication to prospective employees entirely from our point of view. However, in today's environment many qualified applicants have choices concerning which opening to pursue. We need to understand how this reality impacts how we write the post.

Our first important goal is to write it in a way that will appeal to qualified candidates. For example, describe your work culture and why your business is a great place to work. Turn the tables by putting yourself in the place of one who is job surfing; then, look at your posting. Ask yourself why would a qualified person respond to my employment opportunity?

A good job posting uses no more than 300 words to catch a person's attention. If you offer flexible hours, bonuses or other competitive advantages to attract good staff, include it in the posting. However, be careful to not oversell your company. Remember, expectations less reality equals disappointment.

Jesus was always clear when he recruited his disciples. "Come, follow me," Jesus said, 'and I will make you fishers of men.' And at once they left their nets and followed Him." (Matthew 4:19-20, NIV) Jesus presented the advantages of *living water* and *eternal life* his disciples would experience. If it is a good tool for witnessing for the Lord, we should recognize how to incorporate it into recruiting good staff for our business.

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