



# TIPS FROM LINKEDIN

## What to Consider When Creating Job Postings



### Writing a Job Description: A Checklist

Writing an accurate, descriptive, and compelling job description is a key element to finding your perfect opportunity youth candidate. This checklist will help you get started in writing a great job description. You can pick and choose between which information you want to include.

Depending on your organization's culture and standards, you may want to consider adding in a little humour and fun language throughout to make your job description stand out to opportunity youth.

### How to Write a Killer Opportunity Youth Job Description

#### > Job title

Having a job title that is searchable and straightforward for opportunity youth is important. When you write out your job title, make sure that it is:

- Without words that imply seniority (e.g. "senior", "manager", or "lead"), as these terms will deter opportunity youth who don't have much experience from applying.
- Honest and doesn't exaggerate the role's importance.
- Search friendly—don't try to be too creative with the title. Candidates won't look beyond the title if they don't understand what you're looking for, so stick with common keywords that are self-explanatory.
- Descriptive of how the role ranks with other positions in the company.
- Comparable to similar jobs in the industry.

#### > Why join us?

This is the company overview section. Use it to describe why the candidate should join your company and try to keep it concise. Think about including:

- Your company's mission, vision, and values.
- Your company's interest in hiring young talent.
- A description of the culture and the team the candidate would join and contribute to.
- Potential to move into higher roles if high performance is demonstrated.
- Your company's past successes and industry impact.
- Any benefits the employee can expect.
- The company growth metrics.



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### > What we're looking for

This is your opportunity to describe your ideal candidate, and hopefully grab the attention of prospects that fit the description. Consider including:

- The traits the candidate you're looking for should have and key job requirements.
- The skills that are essential for the role. It is important to focus on skills rather than experience, given that many qualified and capable opportunity youth have not yet had the opportunity to get experience in the workforce.
- The attributes of top performers at your company.
- If the position is full-time, part-time or an internship. Internships are especially a great opportunity to bring opportunity youth into your organization and gauge their potential before presenting them a full-time offer. They can also introduce youth to your industry.
- The location and whether or not travel is required (and how much).

### > The impact you'll have

Illustrate what the candidate's day-to-day will look like and the opportunity they will have for career advancement.

- Express the value the position has within the company.
- Describe the role and responsibilities. Try to include 5-10 responsibilities.
- Begin each responsibility with an action verb in present tense. For example, "drive more website visits" or "elevate the customer experience."

Sound like you? Apply now!

Make the application process easy and fun.

- Optimize your careers page for mobile. Many opportunity youth use their phones to search for jobs.

- Save candidates some time by allowing them to apply with their LinkedIn profile.
- If materials like a cover letter, resume, or references are needed, state how the applicant should submit those items.

### > Learn more about [your company]

Use this section to include any further relevant information about your company. Try embedding a company culture video to mix things up!

### > Contact information

Don't make the mistake of leaving out contact information. Include the recruiter's email and phone number so that applicants can apply and ask questions.





## Example Opportunity Youth Job/Internship Posting

Denver Metro Chamber of Commerce Executive Assistant Intern (3 months, 10-20 hours a week)

### > Background

The fast paced role of executive assistant is different for each assistant and requires a wide variety of skills and a great attention to detail. At the Chamber you will gain firsthand experience and learn from a great team of professional assistants. The knowledge and experience you will gain is transferable into a broad range of job opportunities.

- Learn by observation as you shadow members of the team
- Learn organizational skills as you help with daily tasks
- Learn customer service skills as you work with Denver business leaders

### > Sample things that you will learn and be a part of your day, week or whole experience

- Microsoft Outlook (emailing, scheduling, contact maintenance)
- Database management
- Meeting planning, prep and follow up
- Travel arrangements
- Event planning
- Basic accounting functions (e.g. purchase orders)

### > Basic skills

- Microsoft Office—Outlook, Word, Excel, and some PowerPoint are desirable—to manage emails, schedule, input data, develop signage and nametags
- Comfortable with interacting with people as they come through the office
- Google research
- Equipment to be used: computer, phone, basic room audio visual
- Other important characteristics or requirements of the event team
- Will have limited access to social media and text during the day
- Detail oriented and organized
- Events and meetings outside of work hours with prior notice



Check out the full report: LinkedIn's  
"The Ultimate Opportunity Youth  
Hiring Toolbox"