

ATTRACTING CANDIDATES

A job posting is part of the promotional package for the position and your organization. Your job posting directly affects how candidates perceive the opportunity and your department.

ENHANCE YOUR JOB POSTING

Did you know that you can enhance your job postings to attract candidates? Yes, you can — and please do!

Job descriptions are lengthy, boring and not fully read by candidates. Think of a job posting as a more succinct, positive and engaging version of the job description

Create your job posting using these tips:

- > **Infuse emotion and enthusiasm for the position.** Draw those candidates in!
- > **Use a working title recognized in your industry.** Example: use Finance Assistant rather than Fiscal Specialist 1.
- > **Explain what makes your organization unique.** Is your organization developing special projects or research that makes this position an exceptional opportunity?
- > **Keep it short and simple.** You want the candidate to read the posting! Provide the full job description prior to the interview.
- > **Craft your posting with a DEI (diversity, equity and inclusion) lens.** See the DEI tips and resources on page 3.

Read other job postings for ideas and inspiration. See a few samples on page 3.



Other considerations for a compelling posting:

- > **Why your organization?** Create a descriptive paragraph or two about your department/school/college that can be used for all your postings. Your organization's website may have existing verbiage that you can utilize.
- > **What's in it for the candidate?** Will applicants learn about the mission, what they might gain from the work, the pluses of being on your team and what the team environment is like?
- > **It's OK to remove many of the specific bulleted responsibilities** from the job description and summarize them into a shorter bulleted list or paragraph.
- > **Ask your marketing or communications colleagues** to lend expertise.
- > **Just go for it!** You and your employment specialist can always tweak the posting if it's not attracting the required skillsets.

BEST PRACTICE: Provide the official job description to your top group of candidates prior to the interview process so they are aware of all the duties and responsibilities of the job. Emailing the job description ahead of time allows the candidates

> APPLY A DIVERSITY, EQUITY AND INCLUSION LENS

Ensure that your posting supports the UW's commitment to attracting and retaining a diverse staff.

> Review these resources:

- Position descriptions and job posting guidelines on the DEI website:
<https://hr.uw.edu/diversity/hiring/position-description-guidelines/>
- Communicating with an Equity Lens on the UW Brand website:
<https://www.washington.edu/brand/editorial-elements/equity-lens/>

> Remove gender bias:

- Determine if you are describing the position in a way that would attract a particular gender.
- Use gender neutral language. Instead of using "s/he" or "she or "he," use "they" and "them." Consider copying and pasting your text into a gender decoder tool such as <http://gender-decoder.katmatfield.com/>

> Reframe qualifications.

Research shows that women and BIPOC applicants apply for positions if they meet 100% of the posted requirements, while men typically apply if they meet 60% of the requirements.

- Give thought to what qualifications are absolutely required and what can be listed under "desired."
- Studies have also shown that describing requirements in specific, concrete language (such as "proven ability to communicate effectively with faculty, staff and students") instead of using superlatives or asking for exceptional skill levels (such as "outstanding written and verbal communications skills") will result in a more diverse candidate pool.



> PROVIDE YOUR NEW JOB POSTING VERBIAGE TO YOUR EMPLOYMENT SPECIALIST/ RECRUITER

Enter your "compelling verbiage" into the Workday Requisition *Job Description Summary* field **OR** notify your employment specialist/recruiter that you will email specific job posting verbiage.

Please let us know when you create the WD Req so we don't start drafting the posting based upon the job description.

SUGGESTION:

Add a note in the Job Description summary in Workday.

Snapshot of Workday:

A screenshot of the Workday interface showing the 'Job Description Summary' field. The text inside the field reads: 'compelling job posting will be emailed to Employment Specialist/Recruiter'. Below the field is a rich text editor toolbar with options for Format, Bold (B), Italic (I), Underline (U), Text Color (A), and other icons.

SAMPLE VERBIAGE FROM UW POSTINGS

The following examples of compelling lead-ins and intro paragraphs trade bureaucratic verbiage for an **engaging and conversational tone**, describe the position in **relatable terms** and **promote the organization and its culture**.

KUOW:

You like checklists and calendars, and you recite payroll policies just for fun. You are a confident communicator with a service mindset and a realistic view. You look for ways to contribute, solve problems, and make improvements. You're not satisfied until the job is done, and then you do it all again the next day.

KUOW, licensed to the University of Washington, is the Puget Sound Region's NPR-affiliated public radio service delivering local, regional, national and international news, information and cultural programming. With an audience of over one million users each month, KUOW's mission is to create and serve a more informed public. Our vision is to broaden conversations and deepen understanding. KUOW strives to be the finest possible provider of news – both from within our region and beyond. To help in this mission, KUOW has an outstanding opportunity for a Finance Assistant. Reporting to the Assistant Director of Finance, the Finance Assistant is responsible for supporting all payroll and recruiting functions for the station and assisting with fiscal functions as required.

Graduate School:

The Graduate School provides instrumental services to UW graduate programs, faculty and students while championing the enterprise of graduate education itself.

The Graduate School has an outstanding opportunity for a Program Administrator within the Interdisciplinary Master of Human-Computer Interaction + Design Program.

Are you energized by work that is varied, harried, and appreciated? Do you want to be part of a small team that makes a big difference, where "please" and "thank you" are often heard? Do you have skills [laying dormant](#) in your current position? Are you longing for the opportunity to grow unappreciated skills? Do you want to use everything you've got to contribute to a successful venture?

Department of Laboratory Medicine and Pathology:

Who we are:

Our department maintains all clinical testing and laboratory operations at the UW Medical Center, from sample collection to analysis and final reporting. We employ over 900 people and handle 30 million tests each year. In parallel, we research, develop and operationalize novel diagnostics, in particular novel next-generation sequencing (NGS) and genomics applications.

About the job:

This is an excellent opportunity to work in a challenging and rewarding environment that includes the development of bioinformatics tools to facilitate the implementation of genomic medicine. In this position, you will be responsible for evaluating, architecting and implementing bioinformatics pipelines and tools in order to support the growing needs of our exome sequencing and germline testing. The ideal candidate will have substantial expertise with analysis and manipulation of large next-generation sequencing data sets, common tools such as GATK and background knowledge of human genetics variation.

You'll work closely with our laboratory directors and with our laboratory staff, bioinformatics, and infrastructure teams to gather requirements and interface with existing systems. Excellent project management and communications skills are highly desired.