

Writing a Job Advertisement

A well-written job advertisement is a marketing pitch to potential candidates to draw interest in your job posting. Think of the reader of the job advertisement as your potential customer, and the job is your product.

On your **Job Card**, make sure the “**Title**” of the job reflects the University Title, and is the title is advertised. The “**Position Title**” is a reflection of the position and classification in Banner.

Your “**Advertising Summary**” in the Job Card is your opportunity to grab a candidate’s attention. Your **Advertising Summary** is the “hook” to grab the reader’s attention and will be the first thing the reader sees. The **Advertising Summary** should be clear, concise, and catchy! This is NOT a summary of your position, and is limited to 250 characters.

The “**Advertisement Text**” is the body of your advertisement. In order for all jobs with Virginia Tech to remain consistent in appearance and branding, a template has been created for all jobs. The “Generate Description” button will populate information (pulled from the information within your **Job Card**) into the “**Advertisement Text**,” where you will put the details of your job for potential candidates to view.

Your **Job Description** should clearly highlight your department/management area and the overall duties of the job. This should include the main duties of the position, not an all-encompassing summary of every responsibility.

Your **Required Qualifications** are what your candidates **MUST** have in order to be considered or interviewed. Your **Preferred Qualifications** are the qualifications that your ideal candidate will have, such as previous experience with a certain program.

Your **Pay Band** information should reflect your pay band determined by HR (if applicable). If you have a defined salary range, you may include it under **Salary Information**, or you may opt to write “Commensurate with experience” if your salary is defined by the candidate’s level of expertise and experience.

Your **Review Date** is when you will begin reviewing candidates for your position. In **Additional Information**, you may include any information that your applicant needs when applying for the position; for example, if you wish to provide an email address the applicant can contact you at if there are additional questions they might have. Please note that the conviction check information **MUST** stay in the **Advertisement Text** under **Additional Information** and should never be deleted.

You may require additional documents from your candidates or need supplemental questions added to the application, which can be mandatory to complete the application, or optional. Anything supplemental to the application should be identified before sourced. Work with your HR Representative for your job application needs.