

## HOW TO WRITE AN EFFECTIVE JOB POSTING

### 1) JOB TITLE - Include a clear job title.

Most job seekers search for posted jobs by job title—choose a title that reflects the position (e.g., “summer research assistant” is more clear than “summer student”).

### 2) QUALIFICATIONS + SKILLS - Identify the ESSENTIAL qualifications and skills, and those that are important or a bonus to have.

Great candidates may avoid applying to a job if they don't have every qualification, so be specific about what's absolutely required and what just would be an asset. This may include degree requirements/certifications, work experience, software knowledge, technical skills, etc.

### 3) JOB DESCRIPTION - Be clear about what the role entails, why it's important, and how it fits within the larger organization.

Provide specific details of what is expected of someone in the posted role (if there's someone in the position currently, check in with this person for an update on the current responsibilities as the role may have changed since the last time it was posted). How does the role fit within the organization? How much responsibility is involved and what is the reporting structure? Remember, what seems obvious to you may not be evident to the applicant.

### 4) PAY - Address salary expectations and other benefits.

It is always helpful to list a salary range. This will help candidates determine if the remuneration fits with their budget constraints. Listing additional benefits such as training or transportation can also help your posting stand out.

### 5) APPLICATION DEADLINE + START DATE - when will you close applications and when does the job start.

It is important to give applicants ample time to prepare their applications.

When setting a deadline, give yourself enough time between the application deadline and the start date to allow for the following: review applications, schedule interviews and to make your final decision on who you wish to hire.

Another thing to consider when choosing a deadline and start date is that the successful applicant may need to give two weeks notice to their current employer before starting employment with you.

\* Don't be discouraged if you don't receive many applications right away, many students wait until the last moment to apply due to busy school schedules.

### 6) CONTACT INFO - List contact information.

To whom they should address their applications to and include your job title and email. Or who candidates should contact if they have questions in advance about the application process, the role, their eligibility, etc.

### **7) JOB DETAILS - Include the following information:**

Job location (remote or in person location), whether the role is full-time, permanent or temporary, or contract.

### **8) HOW TO APPLY - Include the following information**

Make sure to request a resume and cover letter (in one PDF), and if you would like to see their work, links to their online portfolio or a pdf portfolio of relevant work. Request the they include the job title in the “subject line” and direct them on where to send their application package for example: Please apply through *artswork*, OR Please send your application to “YOUR EMAIL” here restating the deadline for applying.

### **9) OTHER HELPFUL INFO + TIPS - also consider the following in attracting the right candidate to your posting:**

#### **Describe your workplace culture.**

Include information about the organizational and the culture there so that candidates get a sense of what your organization is like beyond the posted position.

Is your organization entrepreneurial, with flexible work hours, dress code and time off? Are your work hours structured? What are the expectations for innovation, support and learning?

#### **Point out what makes your organization and industry interesting.**

Is your organization growing? Is the industry changing? Sell the positives of your organization, industry and this position to attract candidates who are excited about contributing their skill set and energy.

#### **Describe the type of work style that you’re looking for.**

What type of personality will fit well within your organization? Do you have staff members who are interested in changing all the time, or staff members who follow protocol well?

#### **Be direct:**

Avoid using workplace or local jargon— This is your chance to be descriptive and clear.

#### **For co-op positions, list the competencies/skills/qualities that you’re looking for.**

If you’re posting a co-op position, consider including the core, program-specific, intercultural and professional competencies that students can expect to develop on the work term.

#### **For co-op positions, ask for feedback.**

If you’re posting a co-op position and have a current co-op student in your workplace, ask this student to contribute feedback. He or she may be able to provide insight on what would attract another student to the role.

## **EXAMPLES: Artwork Job Postings**

### **EXAMPLE 1 - Gallery position job posting**

#### **GALLERY SUPERVISORS**

**Deadline to Apply:** June 5, 2021  
**Desired Start Date:** June 14, 2021  
**Compensation:** \$19.00 Hourly  
**Duration:** Full-time permanent  
**Hours Per Week:** 35  
**Open To:** Alumni, Students

#### **Job Description:**

**Example Gallery** is BC's first immersive art gallery, opening June 2021, We are building a passionate and creative team that learns, collaborates, and succeeds together. As an Example Gallery employee you will have the opportunity to grow with our young company and to work in a new concept environment (fusing art and technology). We are recruiting for two Gallery Supervisors full-time (35 hours/week) permanent positions.

As a Gallery Supervisor, you will provide excellent customer service to ensure our guests will have the best experience in our gallery. We are looking for individuals who pride themselves in solid organizational and people skills to make sure our guests have a positive experience from the moment they arrive till their departure.

It is important in this role to have knowledge of the works and the artists, and training will be provided. You also will help visitors find their way around, operate special viewing equipment and assist with other handouts or materials, including Virtual Reality experiences.

#### **Responsibilities:**

- Overseeing and assessing customer service staff duties and providing them with regular performance-related feedback
- Strategizing and monitoring the daily activities of customer service operations
- Assisting customer service staff with duties where required
- Training staff in areas of customer service and company policies
- Managing tickets, coverage and customer flow to ensure proficient customer service
- Investigating and solving customer service complaints
- Assisting with the development and implementation of service policies and explaining these to staff and customers
- Maintaining documentation pertaining to customer service department activities
- Staff scheduling and collaborating with staff regarding scheduling options
- Maintain a clean venue and staff area
- Cater to guests who require extra attention (e.g. children, elderly)
- Answer incoming calls, reply to business emails and address customers' queries
- Performing additional duties where needed.

#### **Qualifications**

- Proficient knowledge of customer service, and standard Worksafe regulations

- Experience in managing ticket sales/reservations
- Proficient computer skills
- Outstanding communication and problem-solving skills, both written and verbal
- Strong people skills.
- Excellent phone etiquette.
- Outstanding organizational skills, and a high level of accuracy.
- Supervisors will have graduated from High School, a recognized university or college level program, plus 2+ years of work experience in supervision or an equivalent acceptable combination of training and experience.
- Knowledge of or interest in Art History is an asset

## How to Apply

Please send your resume, cover letter to: [hr@examplegallery.com](mailto:hr@examplegallery.com), with “Gallery Supervisor” in the title of your email. Please note, only qualified candidates will be contacted.

## EXAMPLE 2 - Interaction design co-op posting

### INTERACTION DESIGN CO-OP | DIGITIZATION PROJECT

<b>Deadline to Apply</b>	June 20, 2020
<b>Start Date</b>	Mid July to Mid Dec
<b>Rate of Pay</b>	RA 2 rate \$17.79 / hr
<b>Hours</b>	Summer Term 2 - 16 hours per week (192 hours total)
<b>Open to</b>	Students

## JOB DESCRIPTION

### Scope and Anticipated Activities

With the successful acquisition of a Work Integrated Learning (WIL) grant from the Ministry of Advanced Education, Skills and Labour Market Development, The Career Development + Work Integrated Learning Office is undertaking a digitization project to make the department’s online career resources more accessible, interactive, robust and impactful for students, alumni, and employers. We are looking to hire a team of 3 Interaction Design students, who will be led by a Faculty member during the project through to completion.

In consultation with the Career development + WILL Office, the design team, led by the Faculty member, will be tasked with the following: : analysis of current materials, research, design development, consultation, testing, implementation, etc. to create dynamic digital career resources. Regular meetings will take place between the Career Development + WILL Office, the faculty, and the Design team up until the launch of the work. It is expected that this work will be undertaken remotely for now.

### Responsibilities

- Analysis and data collection: research, gather and evaluate requirements in collaboration with the design team and the CD + WILL Office
- Design interactive digital resources to meet the identified objectives using storyboards, process flows and sitemaps or similar
- Prepare and present rough drafts to internal teams and key stakeholders
- Identify and troubleshoot UX/UI problems through user testing, etc.
- Identify and address any accessibility barriers for users to maximise interaction with the resources

## Qualifications

- Experience with UI/UX or service design or design research or data visualization/infographics
- Experience conducting design research and using methodologies to engage stakeholders (interviews, surveys, A/B testing)
- Knowledge of prototyping and wireframing tools (e.g. Wireframe.cc, InVision, Adobe XD, Adobe InDesign, Adobe Illustrator)
- Excellent research and analysis skills
- Strong ability to understand service design and systems-thinking
- Strong communication and collaboration skills to work with team members and various stakeholders virtually
- Excellent presentation and visual design skills
- Good time-management skills
- Strong work ethic
- Must be in 3rd or 4th year with a GPA of 3.0 or above to qualify for WIL/co-op credits.

## How to Apply

Please apply through *artswork* with a resume and cover letter on one pdf outlining your suitability for the role. Please include links to your online portfolio or a pdf portfolio of your relevant work. You may address and questions to [coop@ecuad.ca](mailto:coop@ecuad.ca)

Emily Carr University especially invites those who have demonstrated a commitment to upholding the values of equity, diversity, and inclusion and will assist us to expand our capacity for diversity in the broadest sense. In addition, to correct the conditions of disadvantage in employment in Canada, we encourage applications from members of groups that have been historically disadvantaged and marginalized, including First Nations, Metis and Inuit peoples, Indigenous peoples of North America, racialized persons, persons with disabilities, and those who identify as women and/or 2SLGBTQ+. All qualified people are encouraged to apply; however, Canadians and permanent residents of Canada will be given priority. While we thank all candidates for their interest, only those short-listed will be contacted.