

ClearanceJobs Job Description Checklist for Security-Cleared Recruiting

When writing a description for your security-cleared posting, consider the following criteria:

Keywords: Since candidates often search by key security-cleared terms (keywords), include them in the job title, skills listing and job description to optimize your search engine marketing and increase job views. Make sure the keywords are relevant and easily understood.

Company Description: Have you included a description of your company? Does it accurately convey your company's brand? Based on this description, is your company a place you would want to work?

Benefits: What benefits does your company offer? Vacation, retirement and insurance packages are extremely important to job seekers. Remember to include unique perks, such as specialized training to enhance skill sets or team building activities.

Location: Where is the position located? Have you included the city, state and zip code? Remember that the internet is international and people could be looking at your job posting from anywhere.

Job Title: Make sure the job title is descriptive and clear to someone outside your organization. For example: "Intrusion Detection System Engineer - Secret" will generally get a better response than "System Engineer III - Secret."

Experience and Training: What work experience, training and level of education are necessary for the position?

Duties: What will the person be doing day-to-day? How does the position fit in the big picture? Why would someone want this job? Remember that you are selling the job, not just describing it. Paint a compelling picture of the full range of possibilities for the position and how someone will benefit from them long term.

Skills: What skills are essential for doing the job well? What skills would be nice to have? Be specific about what the job requires; you'll save time for everyone involved.

Pay Range: Have you included an accurate pay range for the position? Surveys show that up to 66% of candidates will not apply to postings that do not provide at least a salary range.*

Clear Call to Action: What do you want the candidate to do next? Send a resume? Email you references? Include a sense of urgency in the posting to motivate the candidate to act, such as your company is growing or a project is launching.

Formatting: Is the job description well-formatted and easy to read? Keep the text brief and to the point. Use bulleted lists to call attention to key aspects of the job.

Finishing Touches: Have you checked spelling and grammar and eliminated jargon? Can you skim the job posting and get the gist of the position?