

How to Write a Great Job Description



TECHNOLOGY AND ENGINEERING • ACCOUNTING AND FINANCE • SECURITY CLEARANCE

Do your job postings for technology and engineering openings read like a dry, boring list of ingredients on the side of a cereal box? You can increase the response rate and quality of applicants to your job postings by applying some basic marketing principles to your list of ingredients.

EFFECTIVE JOB POSTING SAMPLES

Here are sample job postings that incorporate some of the best marketing tactics for attracting top tech professionals.

Job Posting #1

Sr. PHP, SQL Software Developer

Sells the employer as an interesting and fun place to work. Puts sense of urgency in closing. [Click to view.](#)

Job Posting #2

Linux, JBoss Systems Administrator

Promotes employer as cutting edge. Lists unique benefits and perks. Good use of keywords. [Click to view.](#)

Job Posting #3

Java/J2EE Intermediate Developers

Unique way for a staffing firm to position its client as an appealing and rewarding employer. [Click to view.](#)

Job Posting #4

SQL Database Conversion Specialist

Opening statement clearly describes dynamics of the position. Good use of keywords. [Click to view.](#)

Job Posting #5

Sr. Analyst, Business Systems, Java, Visual Basic

Minimum requirements are organized and easy to read. Good use of keywords. [Click to view.](#)

HOW TO INCREASE YOUR JOB VIEWS

You can maximize the success of your job postings by integrating three key elements:

- 1. Keywords** — Since candidates often search by key tech skills (keywords), include them in the job title, skills listing and job description to optimize your search engine marketing.
- 2. Zip Code** — When entering the job location in your job posting, include the zip code. Candidates usually search for jobs in specific regions.
- 3. Creativity** — Focus on what candidates will gain by working for your company.

Want to make sure you include all the right components in your job postings? Use [Dice's Job Description Checklist.](#)

Another way for your job postings on Dice to stand out from the crowd:

Dice's Brand Maximizer allows you to showcase your company and your open positions with color, graphics and logos. To learn more, [view the Brand Maximizer information sheet.](#)

For pricing and sample design templates, call your **Dice sales representative at 1.877.386.3323, option 2.**

