

# Hiring at scale for entry-level?

A guide to  
creating job  
postings that will  
attract more  
top talent

# This guide

**The quality of your job posting has a direct impact on how many applicants you will receive.**

At College Recruiter, we swim in the pool of TA trends and we are *this close* to entry-level talent. Over the years we've heard tons of feedback from our employer customers and other job boards on the effectiveness of job postings. Some postings generate way more applications than others.



# How many applicants should you expect?



On average, about 10% of people who search on a job board will read through a relevant job posting ad. Of those, about 10% will click the apply button. Of those, about 20% will finish the application.

Let's say you want 20 applications for a position. You'll need 100 apply clicks, which means 1,000 people must read your job posting. That's 10,000 people who must search for a relevant job.

Ouch. **Let's make your numbers better than average. Read on...**



# The job title

The title of your posting is absolutely critical. **Use titles that a candidate would type in when searching.** Instead of posting “SD IV,” use the title “Senior Software Developer.”

If they click on the job title, congratulations! Now, they should see a posting that is like a sales pitch. Your job posting should entice them by speaking to their pain points and have a **clear call to action.**



# Definitely include salary

Research indicates that you can get more candidates to view your posting simply by including the salary in the job title. Yep, in the title.

Even if you don't include the salary in the job title, it should help to include it in the body of the job posting. **It no longer makes sense to hold those cards close to your vest.** Today, candidates can do an easy search online to find how much your organization pays.

"When you withhold that information, you only create distrust and that reduces the number and quality of applications. By trying to have an edge over an applicant, you are implying that you want to pay that person less than what they deserve. Tell them what a fair salary range is depending on qualifications," says Steven Rothberg, President and Founder of College Recruiter.

This is a kiss of death. Job descriptions are more legal documents than sales documents. While it's important for applicants to see and agree to the job description at some point, **you should not use it as your advertisement.**

"Your job posting is an ad: you want it to generate interest in the position and get the candidate to become an applicant. Nothing more and nothing less," says Rothberg.

# Don't use the legal job description



# Use video!

It's surprising how few employers use video to describe their organization and the job. Videos can include employee testimonials, what the company is passionate about, who they support, and overall speak to the candidate's needs, desires, and goals. And go ahead, be cheesy and funny! Humor can be an excellent way to show the true nature of your organization and what the work life will feel like.







# Talk up your culture

Salary and benefits matter, **but without selling your culture, you won't stand out to top talent.** What does your company stand for? Are the hours flexible? Does it feel more democratic or autocratic? Explain your org values, mission, work environment, and team size.

People want to feel a connection with the company they work for. Gen Z understands that work won't always be fun, but they do want to choose an employer that most fits their lifestyle and values.



# Promote growth

Aside from salary, benefits and organizational purpose, Gen Z is very attracted to employers who offer career growth. **Spell out in your job posting how they can develop** beyond the entry-level position.





# Is it really entry-level?

You'd be surprised at how many "entry-level" job postings ask for several years of experience. **If the job requires more than 3 years of experience, don't advertise it as entry-level.**



# Diversity and adjectives

The words you use impact who applies. Research has shown some job posting language to turn off women. For example, words like "rock star," "competitive," and "dominate" make the job less appealing to women. **Find more gender-neutral adjectives** like "exceptional" or "team-player."

# About bulleted lists

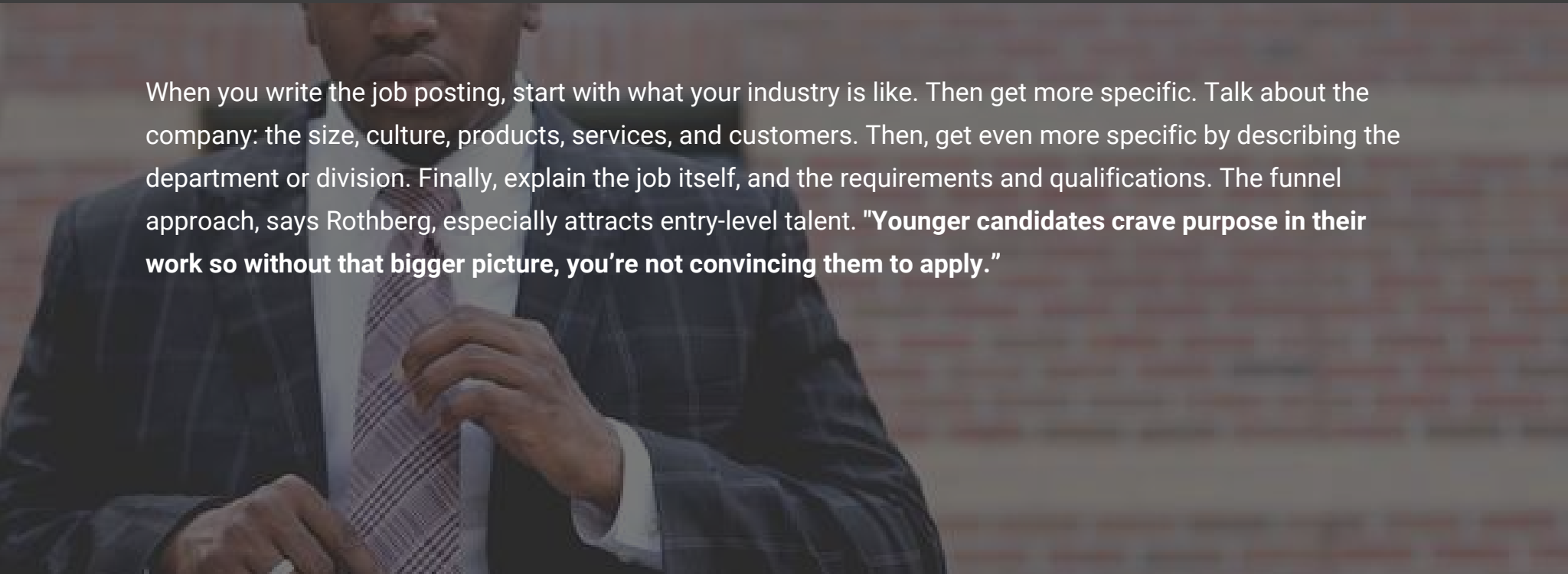
There's nothing enticing about a bulleted list. Sure, they're easy to read but you're asking people to uproot their lives, perhaps leave a current stable job, and work for you. You must be convincing.

**Try using subheadings to chunk your information instead of relying entirely on bullets.**





# Think of a funnel

A man in a dark suit, white shirt, and patterned tie is shown from the chest up. He is looking down, and his hands are visible near his waist. The background is a blurred brick wall.

When you write the job posting, start with what your industry is like. Then get more specific. Talk about the company: the size, culture, products, services, and customers. Then, get even more specific by describing the department or division. Finally, explain the job itself, and the requirements and qualifications. The funnel approach, says Rothberg, especially attracts entry-level talent. **"Younger candidates crave purpose in their work so without that bigger picture, you're not convincing them to apply."**

# It's your purpose

Allow us to elaborate on purpose. Gen Z talent chooses employers based NOT on job requirements and qualifications, but on intangibles such as what they expect to get from the job, the culture and values, and the organization's purpose.

Unfortunately, few employers write job descriptions that address what top candidates really want to know.

To win Gen Z talent, you have an opportunity to stand out to candidates who want to contribute their skills and energy in a meaningful way.





# General vs. niche job boards

There is a difference in response rate between the two types, mostly due to the relevancy of your job. Make sure to post on niche jobs because that's where the candidates with the most relevant qualifications are looking.



# Make it different

Do your own search for similar jobs and read how your competitors describe them. Make yours stand out. The more interesting, funny, or unusual the job ad, the more likely it will be shared and attract applicants.



# Do your postings look like this?

Get your red pen! What's missing here?  
Okay, we'll tell you:

- Salary (preferably in the title)
- Opportunities for growth
- Information about the industry, company and department/division
- Organizational culture, values and purpose
- A video and anything else to make this enjoyable to read!

We are currently recruiting an entry-level **Sales Trainee**. This person should be a talented, highly competitive, sports minded recent college graduate who enjoys the idea of generating new business through networking, prospecting and relationship building. This position is designed to develop sales talent and requires no previous sales experience. The position has competitive base pay with benefits.

## Responsibilities

- Focus on selling core products, modes, and services
- Identify and generate new sales opportunities through analysis and discovery
- Participate in face-to-face meetings to present proposals, offer solutions, and close business
- Collaborate internally with team on pricing strategy and account implementation plans
- Work with manager to ensure alignment with company strategies in forecasting business plans and drive development
- Review sales activities and prospective customers with management



## Transferable Skills Needed

- **Results-driven** - a go-getter interested in winning and building success
- **Integrity** - adhere to a strong moral and ethical code in compliance with organizational principles
- **Decisive** - comfortable making decisions and solving problems based on best judgment and taking responsibility for the results
- **Sales minded** - passion to sell effectively using marketing strategy and tactics in a competitive team environment
- **Public speaking** - communicate information and ideas through oral presentations before groups of any size

## Requirements

- Bachelor's degree

# About College Recruiter

At College Recruiter, we believe in two things. First, that every student and recent grad deserves a great career. Second, that both candidates and recruiters deserve a high quality experience.

College Recruiter is the leading interactive recruitment media company used by college students and recent grads. Our primary customers are Fortune 1,000 companies and government agencies who advertise their part-time, seasonal, internship and entry-level positions with us to recruit dozens, hundreds, or thousands of students and recent grads.

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