



# JOB POSTINGS & FLYERS

Your job posting or flyer may serve as the first impression your organization makes on a prospective applicant. Therefore, it will be important to ask yourself what type of impression you want to make on jobseekers. Job postings can be viewed in a variety of mediums including print and online, and it is important to tailor the look, feel and language appropriately. The list below includes items to consider, particularly as it pertains to your unique after-school brand.

## 1. LOOK

- ◆ Is your visual message stimulating in some way through design or color? Is it attention-grabbing? Or does it communicate that this is yet another boring job posting?
- ◆ Does the visual message reflect the rewards associated with the job?
- ◆ Is the posting easy to read and does the design complement the language?
- ◆ Do the graphics, including any photos, appeal to your target market?
- ◆ Does it reflect your brand and include your logo?

## 2. FEEL

- ◆ Will the reader feel a sense of excitement and opportunity?
- ◆ Does it feel legitimate, professional, stable, and reputable?

## 3. LANGUAGE

- ◆ Is the language tailored to the target market or are unfamiliar words or jargon used?
- ◆ Does the language immediately capture their attention and draw the reader in?
- ◆ Does the message convey that this is an opportunity they can't pass up?
- ◆ Does the language emphasize the rewards rather than simply the job description or process?

Your Workforce Recruitment and Retention Toolkit will ultimately include visual and verbal job posting examples and templates.

