

Guide to Writing Job Postings

TABLE OF CONTENTS

GUIDE TO WRITING JOB POSTINGS

Overview	2
Questions to Ask Before Writing a Job Posting	2
The Best Job Postings	2
Template Sections	3
About the Role	3
First Sentence Ideas	3
What You'll Do	4
Content Ideas	4
Who You Are	5
Required Qualifications Ideas.....	5
Preferred Qualifications Ideas.....	5
Knowledge, Skills, Abilities Ideas.....	5
Conclusion Sentence Ideas.....	6
Final Checks	6
Job Posting Template	8

SAMPLE JOB POSTINGS

Groundskeeper	9
Custodian	10
Academic Administrative Assistant	11
Human Resources Coordinator	12
Employment Specialist	13
Associate Director	14
Assistant / Associate Dean of Admissions and Multicultural Recruitment	15

OVERVIEW

St. Olaf strives to stay competitive in an increasingly tight job market. The average applicant spends only 14 seconds deciding whether or not to apply to a job posting. Therefore, it is important to make job postings catchy, concise and easy to read in order to capture the attention of potential candidates.

A job posting should function more like an advertisement than a job description. Unlike a job description, which is meant to state the majority of the information about the position, a job posting is a short tool that highlights the best experiences and the most crucial qualifications. The goal is to spark enough interest that candidates will want to apply and learn more about the opportunity.

When there is an opening, the hiring manager will create an engaging job posting, as they best understand the unique highlights of the job and team culture. The hiring manager should reference the job description for content and modify the information to add an appealing spin. Each job opening will have both a job posting and a job description.

Human Resources will include a standardized “Who Are We” section in all job postings which will inform applicants about the merits of working at St. Olaf College.

QUESTIONS TO ASK BEFORE WRITING A JOB POSTING:

1. What does a day in the life look like for someone who accepts this position?
2. What are your 100% deal-breaker requirements for this role? (*Narrow it down to no more than 5, if possible.*)
3. Why is this role different from others?
4. What do the best people you have already hired have in common?
5. What is the culture of the team?

THE BEST JOB POSTINGS:

- Are approximately 250 to 300 words; shorter postings receive more applications.
- Contain no more than 7 bullet points total.
- Use clear and concise language with an engaging and exciting tone.
- Incorporate the job purpose, essential functions, and knowledge, skills, and abilities (KSA's), along with the education and experience requirements.
- Focus on the key attributes and responsibilities of the job that will attract an applicant.
- Mention appealing or challenging projects the new hire will work on.
- Refrain from using an overly casual tone.

- Unlike job descriptions, you may use subjective modifiers (e.g., strong writing skills).
- Use words that do not raise a question of discrimination (e.g., don't use words such as "youthful" or "able-bodied").
- Do not list an acronym without defining what it means beforehand.
- Include a concluding sentence to wrap up and encourage the final sell.
- No two job postings will look exactly the same.

TEMPLATE SECTIONS

SEE JOB POSTING EXAMPLES PROVIDED IN THIS GUIDE FOR ASSISTANCE.

ABOUT THE ROLE:

This is a big picture summary of the job based on the position purpose. It can relate to the mission and/or how the role fits within the college. Lead with a first sentence that will leave an instant impression for the candidate. Leading with the phrase, "We are looking for..." is not powerful enough.

FIRST SENTENCE IDEAS

- Are you...?
- At St. Olaf, we believe in our employees having meaningful experiences that help them build and develop skills.
- Looking for a community that inspires and challenges you, where you can be part of a collaborative and driven team? Look no further than St. Olaf.
- At St. Olaf you'll be working alongside a dedicated team that brings their passion and pride to all that they do.
- We believe that driven professionals who band together can accomplish just about anything.
- If you are searching for a job with..., then we may be looking for you!
- Do you have a passion for...?
- When you work at St. Olaf, you'll experience...

WHAT YOU'LL DO:

This section covers the major responsibilities of the position and can be several sentences in one or more paragraphs. It should include the primary essential functions of the position (*refer to the job description*). You may incorporate KSA's into your sentences, but the most important ones need to be in the "Who You Are" section.

CONTENT IDEAS

- A typical week will include...
- Your impact...
- Your contribution to the team includes...
- Our environment is fast-paced and requires someone who is able to...
- If you're curious, motivated, and want to be part of a unique community, help us shape the future by...
- This is an excellent opportunity for...
- You should be able to ...
- We are looking for someone as passionate about...
- We are seeking a...
- Are you a...?
- Expand your professional skills by helping us...
- Our ideal candidate will be ...
- We seek someone who is capable of understanding...
- Coordinate and collaborate with internal teams to...
- We are seeking a qualified and experienced team member with
- The right candidate will possess the ability to...
- We are searching for a candidate whose strength comes from...
- We are looking for a versatile team player who is...
- We're looking for someone with... to join our upbeat and collaborative team.
- Working at St. Olaf offers...
- It is important that you be willing to...
- You'll be the one to ensure...
- You will be joining a...
- We're searching for an applicant who goes above and beyond to...
- The ideal candidate accepts new challenges with a positive attitude, has a strong work ethic, and must be able to work respectfully and collaboratively in a team environment.

WHO YOU ARE:

List the specific skill/experience requirements that will qualify candidates for the job. This will include both the required and preferred education and experience qualifications along with the most crucial KSA's. Bullet points are a good option to use in this section if they have not already been utilized.

REQUIRED QUALIFICATIONS IDEAS

- A successful candidate must have...
- A significant background includes:
- You're a great fit if you have...
- About you:
- Qualified applicants will have...
- What you need:
- Required qualifications include...

PREFERRED QUALIFICATIONS IDEAS

- These qualifications would be beneficial for a successful candidate:
- A helpful background includes:
- It will be helpful if you have...
- Preferred qualifications include...
- A perfect candidate will be...
- Preferred applicants will have...

KNOWLEDGE, SKILLS, ABILITIES IDEAS

- Skills you possess include...
- The right candidate will possess...
- We (or You) might be a great match if...
- What you should bring:
- What you need:
- Skills and attributes we'd like you to have:
- If you are...
- If your background knowledge includes...
- These qualities would be beneficial for a successful candidate:

CONCLUSION SENTENCE IDEAS

Conclude with a specific call to action. This is the final sell for candidates and should be 1-2 sentences that inspire them to apply for the opportunity.

- We're passionate about our work and we're looking for people like you.
- If you like... and working in a fast-paced environment, let's talk!
- This is an excellent opportunity for...
- Apply now and help shape our community!
- If you..., then this is the right opportunity for you.
- We want the best!
- We are looking for the best and brightest interested in... Apply now!
- If you are excited about... we would love to hear from you!
- If you are excited by our vision and approach, and believe you have the right values to fit with our culture, then apply now!
- If you have the passion, then we invite you to your next career opportunity.
- If this describes you, apply to join St. Olaf's dynamic community.
- St. Olaf is looking for... to join our team!
- Help us change the world of higher education!
- Help us make an impact...
- Help us make a difference in... (students' lives / across campus)
- Is this you? If so, apply today!

FINAL CHECKS:

- Is it engaging?
- Is it easy to read?
- Does it use non-discriminatory language?
- Does it contain 7 bullet points or less?
- Is it approximately 250 to 300 words total?

JOB POSTING

Position:

About the Role:

What You'll Do:

Who You Are:



JOB POSTING

Position: Groundskeeper

About the Role:

Help us in creating and maintaining our residential college that is ranked in the top 50 US colleges for most beautiful campus! Your job will be to provide year-round landscaping that truly makes St Olaf's campus stand out. We're looking for someone who is knowledgeable about groundskeeping across all four seasons and has a passion for maintaining outdoor spaces frequently used by our community and visitors.

What You'll Do:

This position provides a safe and aesthetically pleasing landscape for a highly residential college campus during the different seasons, which includes the maintenance and installation of natural and artificial turf, perennial and annual plants both woody and herbaceous, sidewalks, parking lots, stairs and roads, and athletic venues.

Who You Are:

What you need:

- High School diploma or equivalent; possession of or the ability to obtain DOT Health Card; a valid driver's license and also able to meet St. Olaf College's driver authorization criteria
- 1+ year of groundskeeping experience, or related work
- Ability to work in a variety of year-round outdoor weather conditions
- Ability to work a flexible schedule with extended hours, particularly for snow and ice removal and college events
- Ability to learn the groundskeeping skillset, if not already possessed

Preferred qualifications also include:

- Post-secondary training in horticulture, landscape technology, turf, or golf course services; certifications in related field, i.e. Minnesota Landscape and Nursery Association certification (MLNA), Certified Arborist, Minnesota Pollution Control Agency (MPCA) Smart Salt Applicator and/or Herbicide Applicator certifications
- 3+ years (year-round) grounds care experience at a residential college, government campus or park, large commercial business campus, or equivalent facility

If you're ready to help positively shape our college grounds' appearance, apply today and join us in making our campus stand out!

Position: Custodian

About the Role:

Help make our campus feel like a home! We are searching for a candidate to help provide our vibrant campus community with a safe and clean living and working environment. At St. Olaf we look for independent, self-motivated team players to strengthen our custodial staff.

What You'll Do:

This position ensures a positive first impression of our campus as our custodians are responsible for cleaning and maintaining the interior of our buildings. On a daily basis, you will focus on cleaning the floors and bathrooms, along with taking out the trash and other maintenance tasks.

Who You Are:

A successful candidate will have a high school diploma or the equivalent, along with a stable work history. It would be helpful if you had vocational or technical school training and previous cleaning experience, along with operational experience with floor machines, hydraulic man-lift and snow blowers.

Does this sound like you?

- You have a meticulous eye for detail when it comes to cleaning
- You are flexible and willing to help out and adjust your workload quickly
- You like working independently and are able to accomplish tasks with minimal supervision
- You pride yourself on your consistency and dependability
- You enjoy physical work and are able to lift and carry heavy loads on a consistent basis
- You have a friendly demeanor, are approachable and show professionalism at all times

If this sounds like you and you're excited about cleaning on a residential campus where your work will be appreciated by our students and employees, we would love to hear from you!

Position: Academic Administrative Assistant

About the Role:

Academic Administrative Assistants (AAAs) are the glue that binds together academic departments and programs at St. Olaf College. We're looking for someone who loves administrative work, has strong technical skills and enjoys interacting with students, faculty, and staff in a reputable higher education institution. Help us make an impact and join our community!

What You'll Do:

AAAs help faculty to focus more of their time and attention on teaching, advising and leadership by helping departments and programs run as smoothly as possible through general and technical support. This support involves maintaining records, reconciling charges and providing logistical support. Another focus of this role is coordinating activities in department offices which can include website maintenance, social media postings, and administrative and customer support. This position may also involve hiring, training, and supervising student workers.

Who You Are:

You're a great fit if you have...

A high school diploma or equivalent, 1+ years of relevant office or administrative experience, and strong computer skills.

A helpful background includes...

Bachelor's Degree, 3+ years of relevant office or administrative experience, and experience working in an academic environment.

Skills and attributes, we'd like you to have...

- You pride yourself on your consistency and dependability.
- You're an independent worker, clearly setting priorities and meeting deadlines with ease.
- You communicate clearly in person and in your writing.
- You're detail oriented and complete all tasks with great accuracy.
- You're a flexible worker who can adjust your workload quickly.
- You're able to establish and maintain positive connections with the college faculty, staff, and students who look to you for help.

If you are ready to dive into a busy environment full of vibrant students and faculty members in which you'll be a source of administrative support and organization, then this is the job for you!

Position: Human Resources Coordinator

About the Role:

Looking for a community that inspires and challenges you, where you can be part of a collaborative and driven team? Look no further than St. Olaf! As the Human Resources Coordinator, you'll be at the epicenter of our HR Department, working closely with and providing support to all areas of our team.

What You'll Do:

- Provide administrative support to the Vice President for Human Resources and the Office of Human Resources.
- Manage new hire trainings, as well as oversee student workers.
- Coordinate the Workers' Compensation program.
- Manage customer service, data accuracy, reporting, and HR events.

Who You Are:

Qualified applicants will have...

High school diploma or equivalent; 3+ years of administrative experience in an office setting; and 3+ years of extensive work with spreadsheet and database systems and/or human resources information systems.

It will be helpful if you have...

Bachelor's degree; previous experience working in a human resources environment; experience processing workers' compensation claims; experience working with Lawson HRIS.

You might be the perfect match if...

You work effectively with frequent interruptions and are able to use appropriate discretion to ensure confidentiality; you have a meticulous eye for details, thrive while multitasking, and prioritize like a pro; you can work independently and also collaborate well with a diverse range of people; and you are excited to propose new creative ideas and find ways of improving efficiency.

If you have a passion for providing administrative and customer support, then we invite you to your next career opportunity!



JOB POSTING

Position: Employment Specialist

About the Role:

Do you have a passion for recruiting? Are you a clear communicator who is an outgoing, people person and able to read others quickly? Do you enjoy a variety of tasks and having no two days be the same? If you said yes to all of the above, then St. Olaf may be looking for you!

What You'll Do:

- Aid in the recruiting, interviewing, hiring and onboarding of new staff hires.
- Support the staffing needs of current employees, supervisors, and departments.
- Provide customer service, administrative support and accurate record keeping on a daily basis.
- Develop and contribute to new projects to continue strengthening our campus.

Who You Are:

You're a great fit if you have:

- Bachelor's degree or equivalent work experience
- 3+ years of hands-on recruiting experience; experience in exempt/non-exempt and diversity recruiting, training, and recordkeeping

It will be helpful if you have:

- Degree in Human Resources
- 5+ years of recruiting experience; experience extracting data from a database and importing into other programs

About you...

At St. Olaf, we are looking for an Employment Specialist who is flexible, detail-oriented, and excited to work with the current and new staff of our college. We want someone who finds making an instant connection with people easy and energizing. Instead of being overwhelmed by multi-tasking, you thrive and can prioritize like a pro. Friends and co-workers would say you are consistently enthusiastic, energetic and outgoing. Overall, you're a people person and love collaborating with diverse groups.

Apply now and help us recruit the next generation of professional Oles!



JOB POSTING

Position: Associate Director

About the Role:

Does the idea of interacting with a diverse group of people from students to faculty to alumni for projects excite you? If yes, the role of Associate Director may be the right fit for you! We're searching for a candidate who will support St. Olaf's goal to be a leader in the growing field of career services and vocational discernment for alumni and students.

What You'll Do:

- Lead on-campus initiatives and department strategies
- Create projects and develop their action plans to further the goals of the department
- Provide overall leadership for internal operations and supervise team members
- Collaborate with staff, students, faculty, alumni and outside contacts to further programs

Who You Are:

The qualified candidate will have...

Education: Bachelor's degree

Experience: 5+ years of experience in career coaching in higher education, the career counseling industry, or a background in human resources/recruiting/business or a related industry

It will be helpful if you also have...

Education: Master's degree in a relevant field

Experience: Background in career coaching; experience coaching students and adults, working with alumni, coordinating volunteers, and/or developing programs

What skills you should bring...

You work productively as an individual and collaborate well with a diverse range of people, and are able to establish and maintain a good rapport with alumni, parents, students, faculty, staff, and employers. You are flexible, detail-oriented, and analytical. You have the ability to manage many different projects at once, balance and prioritize with ease, and supervise employees and students.

If you are excited by our work and believe you have the right values to fit with our culture, then apply now!



JOB POSTING

Position: Assistant /Associate Dean of Admissions and Multicultural Recruitment

About the Role:

Are you an individual of action and substance? We are searching for an enthusiastic leader with a strategic vision aimed at increasing the enrollment of domestic multicultural students.

What You'll Do:

Our ideal candidate will develop and lead our multicultural recruitment efforts that engages the entire admissions staff and collaborates with current students, staff, faculty, and alumni to support admissions programming. At the same time this person will strengthen, cultivate, and develop new relationships with community-based organizations, scholarship programs, and college access programs.

As a senior member of the enrollment team, you should be able to manage a recruitment territory with a level of highly personalized contact with prospective students. You will lead information sessions, conduct on and off campus interviews, attend college fairs and high school visits, represent the college at all on-campus recruitment events, and participate in admission file review and committee decisions within a highly selective environment.

Who You Are:

Qualified applicants will have a Bachelor's degree and 4+ years (Assistant Dean) or 6+ years (Associate Dean) of professional, Admissions-related work experience. A Master's degree, ability to converse in a second language, and experience with multicultural recruitment in a higher education admissions office or community-based organization is preferred.

If you accept new challenges with a positive attitude, have a strong work ethic, and enjoy working in a respectful and collaborative team environment, apply to join St. Olaf's dynamic admissions office.