

# TIPS FOR STRONGER AND ENGAGING CAREER POSTINGS



## 1. COULD YOUR JOB DESCRIPTION BE STRONGER?

- Ensure you have provided enough detail about the role. What would an average day look like? What are the non-negotiable qualifications?
- Have you included reasons why applicants would want to work for your organization? Describe how AMAZING it is to work there! Encourage students to apply for your opportunities! Why do you want NAIT students and alumni? What does a good fit look like at your organization?

## 2. WHO IS YOUR TARGET AUDIENCE?

Remember that NAIT's online career board is a resource for students and alumni. Take time to discover which degree or diploma programs are most relevant to your opportunity (<https://www.nait.ca/program-search>) Many of our students and recent graduates are new to the workforce in their specific industries and might not have a lot of experience but NAIT also has mature students starting a second career.

- Adding a honest and authentic diversity statement that aligns with the actions and values of your company will attract a wider audience with broader perspectives.

## 3. WHEN ARE YOU HIRING?

- Remember that NAIT students are students. They have busy schedules juggling classes, extra-curricular activities and volunteerism. Give your job posting ample time for students and alumni to apply. As well, take timing into consideration when posting during mid-term and final exams.

## 4. POST THE WAGE OR SALARY RANGE!

- .By posting the salary range of your employment opportunity, it could encourage more NAIT students and alumni to apply. Give them an incentive!

## 5. COMPLETE YOUR EMPLOYER PROFILE - TELL US ALL ABOUT YOU!

- Make sure you have added your organization's logo and described your organization's culture. Don't forget to add your website so applicants can be quickly linked to more information!

## 6. CREATE AN INCLUSIVE JOB POSTING

- Balance the gender tone , avoid harmful language, remove arbitrary qualifications, write inclusively about benefits. For more ideas: <https://textio.com/blog/the-5cs-framework-for-inclusive-job-descriptions/77127152537>

## STILL NOT HAPPY WITH THE NUMBER OF APPLICANTS?

NAIT Employer Services can provide other student interfacing opportunities (recruitment information sessions, networking events and program industry days). Details: [www.nait.ca/employerservices](http://www.nait.ca/employerservices) Contact [employerservices@nait.ca](mailto:employerservices@nait.ca) or phone (780) 471-8899 if you have any questions about your HR needs.