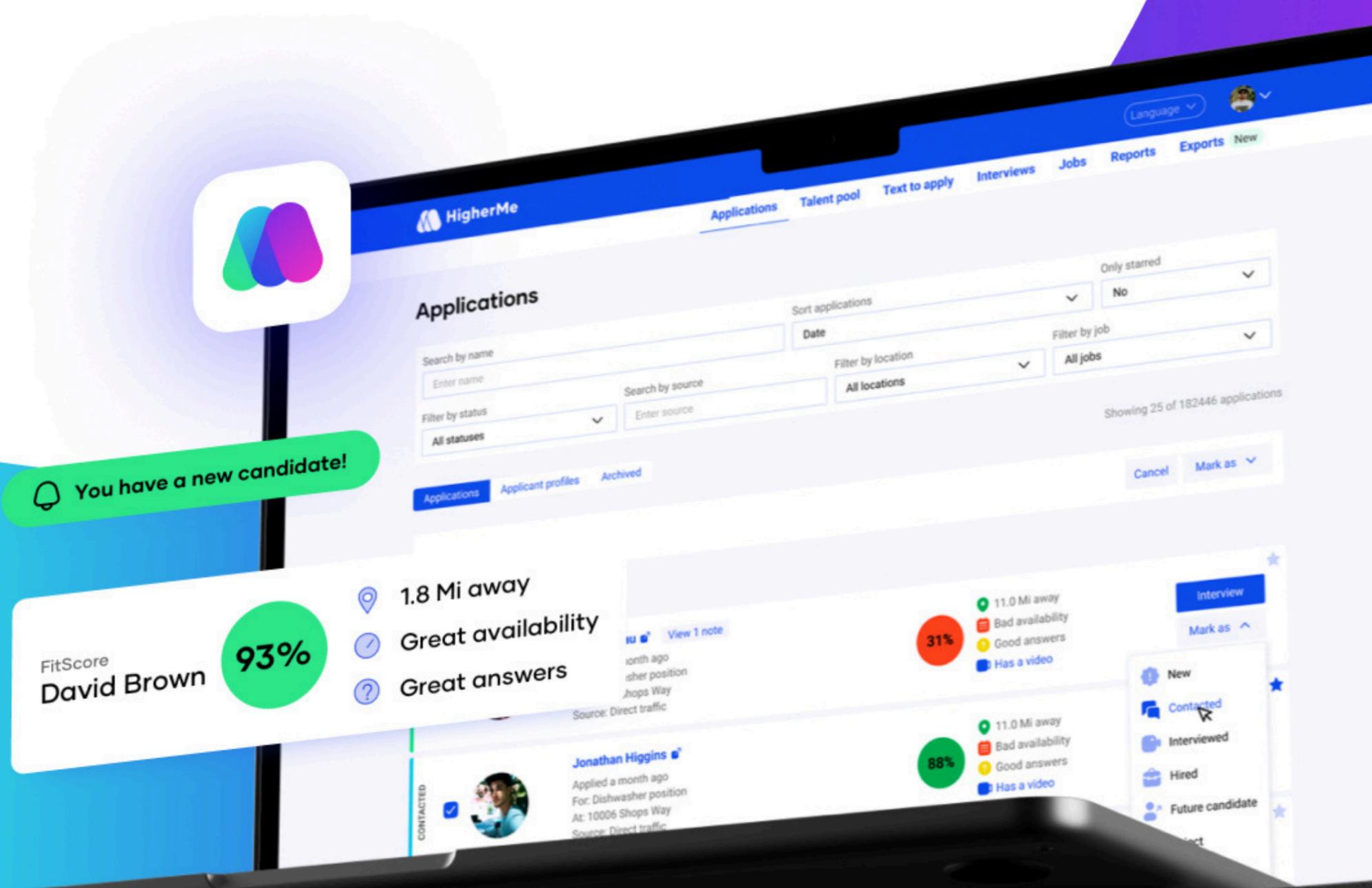




Your Job Post Is the Problem

A Practical, Slightly Opinionated Guide to Writing Job Posts That Actually Work



Good News. It's Fixable!

If your job isn't getting applicants, it might not be the labor market. It might be the post.

Today's candidates scroll fast and judge faster. If your title is confusing, your description is vague, or your pay is playing hide and seek, they are gone.

This guide shows you how to fix it.

We're talking:

- Clear titles that get found
- Structure that respects attention spans
- Transparency that builds trust
- Keywords that help instead of hurt
- Mobile formatting that doesn't feel like homework
- Benefits that mean something beyond free pizza

Short. Sharp. Practical.

This guide pulls together the hiring lessons that separate posts that sit there from posts that fill roles. We cover what to say, how to structure it, and what candidates expect but rarely get.

Think of this guide as your smarter, sharper playbook for writing job posts that perform better on job boards, resonate with humans, and convert scrolling into actual applicants. Let's dive in!

Chapter 1: Your Job Title Is Not a Creative Writing Contest

If your job title needs explaining, it's already lost.

"Customer Happiness Ninja Rockstar III" might feel exciting internally.

To candidates and job boards, it feels... suspicious.

Keep your title:

- 35 characters or fewer
- Simple and recognizable
- Free of location, pay, schedules, and perks
- Free of symbols, acronyms, and inside jokes

Job boards rely heavily on titles to decide where your job shows up.

Complex titles get buried. Clear titles get clicks.

Clarity beats clever. Every time.

Chapter 2: Write for Humans First. AI Second.

Yes, SEO and AI matter. But your post cannot sound like a keyword blender exploded.

A strong job post answers what candidates actually care about:

- What is the role?
- What does a normal day in the day of X-role look like?
- What do I need to qualify?
- What do I get in return?
- Why should I trust this company?

If someone cannot skim your post and get those answers in under a minute, it needs work.

“ A Proven Structure That Actually Works

1. **Intro:** Two to four sentences. Set expectations. Share value.
2. **A Day in the Life:** Five to seven bullets. Make it tangible. Paint the picture.
3. **About Your Team:** Two to four sentences. Keep it real. Skip the corporate poetry.
4. **Requirements:** Five to seven bullets. Specific. Measurable. Honest.
5. **Invitation to Apply:** One to two sentences. Clear next step.

Predictable structure is not boring. It is respectful.

Chapter 3: Transparency Is Not Optional Anymore

Candidates expect transparency and details up front. If you do not share them, they assume the worst and keep scrolling.

- Include whenever possible:
- Pay range or compensation structure
- Full-time, part-time, seasonal, PRN
- Shift expectations
- Benefits overview

Transparency does two beautiful things. It builds trust. It filters out unqualified applicants before they hit your inbox. If you are worried transparency will hurt you, here is the reality - **the lack of it already is.**

Chapter 4: Keywords Are Seasoning, Not the Whole Meal

Yes, keywords help you get found. No, you do not need to repeat the job title seventeen times.

Smart keyword use looks like this:

- Mention relevant skills and certifications
- Use natural language variations
- Blend keywords into sentences
- Reflect how candidates describe themselves

Instead of stuffing the title over and over, support it with tools, skills, and outcomes someone in that role expects.

If it sounds like a human wrote it, you are doing it right.



Chapter 5: If It Is Hard to Read on a Phone, It Is Already Failing

Most candidates are on mobile. Not at a desk. Not on a giant monitor. On their phone.

Mobile-friendly means:

- Short paragraphs
- Bullet points
- No giant walls of text
- Reasonable overall length

Formatting is not cosmetic. It affects completion rates.

If your job post feels like homework, people will not finish it.

Chapter 6: Your Employer Brand Lives in the Details

Culture is not a paragraph that says “We are like family.”

Brand shows up in tone. Does the language sound human? Inclusive? Direct?

- Better practices:
- Use “you” and “we” naturally
- Remove gendered phrasing
- Only label something “preferred” if it truly is
- Focus on impact, not buzzwords

You do not need to sound perfect. You need to sound real.

Chapter 7: Benefits That Can Actually be Your USP

Listing benefits is easy. Explaining why they matter is better. If you offer something that improves daily life, call it out clearly.

Examples of meaningful differentiators:

- Flexible pay access
- Multiple pay options
- Day-one benefits
- Retirement support
- Growth and development opportunities

Tie each benefit to what employees care about. Stability. Flexibility. Long-term security.

Make it tangible. Not just a checklist.

Chapter 8: Think Like an Applicant



Before you hit publish, ask yourself:

- Would I understand this role quickly if I was applying?
- Would I trust this company based on this post?
- Would anything here make me click away?

The best job posts answer those questions without trying too hard.

When you shift from “What do we need to list?” to “What would I want to know?” everything improves.

Chapter 9: Optimize. Do Not Set It and Forget It.

Hiring conditions change. Market rates move. Expectations evolve. Your job posts should evolve too.

Ongoing optimization means:

- Monitoring applicant quality
- Updating pay ranges
- Refreshing language
- Adjusting keywords as roles shift

This is not about chasing trends. It is about staying relevant.

Quick Cheat Sheet

- Clear job titles outperform clever ones
- Structure improves readability and results
- Transparency builds trust and saves time
- Keywords should support your message, not dominate it
- Mobile formatting is non-negotiable
- Employer brand shows up in tone
- Great job posts respect the candidate's time

When you focus on clarity, relevance, and experience, job postings stop being administrative tasks. They become hiring tools that actually work.

This is where better hiring starts!





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