



Job Posting & Review Checklist

as of 2/1/2023

Resource guides and checklist

- [Job Posting Guidelines \(indeed.com\)](#)
- [The Do's and Don'ts of Posting Your Job on Indeed](#)
- [Job Posting Guide: How to Prep and Post Your Job \(indeed.com\)](#)
- [How to write a great job posting: 7 smart tips - InSPIRITY](#)
- [How to Write Effective Job Titles and Descriptions on Indeed](#)
- [Driving Force: Creating a Great Job Listing is Important Part of Recruitment « American Bus Association \(buses.org\)](#)
- https://www.buses.org/assets/images/uploads/pdf/Smart_Hiring_Practices_Email_032822.pdf

The following tips and checklist can be used to review the outline and content of your job posting (job advertisement!)

TIPS

Have a point person to guide or drive the entire process
 Respond lightning fast! Use the Driving Force RACING process as a guide,. Use all modes - Call, text, email
 Test different variations to see what works "Driver" vs. "Operator"
 Refresh Your Job Listing. Think like a candidate and highlight the positives. Your job posting is an advertising for your company, and you are marketing and selling the position.

SELF-RATING

		<<<<<<REVIEW TIPS MATRIX >>>>>> "X" applies to that category										SELF-RATING
Structure of Posting by Category	Comment	Length	Clear	Accurate	No jargon	No "clickbait" #,\$\$,!!!!	Use of bullets	External candidate focused	Is an "ad" to sell your position	Captures your "Why" Culture	Follows recommended template/guide	How do we do? (1-5) 5-Great
Title	<i>Should be less than 35 character and accurately describe the job. Should read like a business card</i>	x	x	x		x					x	
Company				x		x					x	
Location	<i>Specific location where the job is located</i>		x	x		x					x	
Introduction	<i>Should grab attention while summarizing the job, company and culture and express the WHY they want to join your team. This is an advertisement for this job.</i>	x	x	x		x			x	x		
Responsibilities	<i>Describe the job, your customers, your co-workers - paint a picture. Daily activities</i>		x	x		x	x		x	x		
Qualifications / Requirements	<i>What skills do you need</i>		x	x		x	x					
Must have	<i>Mandatory requirement or experience, CDL with endorsement for passenger & air</i>		x	x			x					
Nice to have	<i>Soft skills, enjoy people</i>		x	x			x					
Job Details												
Type	<i>Full, part-time</i>		x	x				x			x	
Salary	<i>Whether hourly, weekly or annual, let them know the range of pay and total compensation</i>		x	x							x	
Supplemental pay	<i>OT, bonus, tips</i>		x	x					x		x	
Benefits	<i>Should be a list that includes any important perks, job training, etc.</i>	x	x	x	x	x	x	x	x	x		
Date of hire	<i>Specific date or immediately is OK</i>		x	x		x					x	
Add Media												
Photos	<i>Real photos - People, uniforms, vehicles</i>		x	x				x	x	x	x	
Video	<i>Relevant video from drivers & owners</i>		x	x				x	x	x	x	
Website	<i>Link to website</i>							x	x	x	x	
Other												
Days old	<i>< 30 days or repost</i>										x	
Application	<i>Easy to click or find a link to "Apply Now"</i>		x					x	x		x	