

Checklist

Make sure your organization's job postings put candidates first!

Now, take a moment to imagine yourself as a candidate considering one of your organization's job postings. Usually, job postings start by describing the organization. If this description is unwelcoming and focuses solely on the organization, candidates will not be able to see themselves reflected in your values. As well, the duties and qualifications of positions you offer must be realistically described so that candidates are confident in applying. If you want to enhance your brand as an employer, remember that you are dealing with human beings who want to join an organization where they feel they belong and where their skills will be of value and of use.

Be sure to send out a job posting designed to attract candidates, not a position description.

FOCUSING ON CANDIDATES IN YOUR ORGANIZATION'S JOB POSTINGS

Introduction

What points do you cover in your introduction?

Does the introduction focus on your organization? Yes No

Is there room in the introduction for the candidate? Yes No

From the introduction, can candidates imagine themselves working with your organization? Yes No

Do you think your introduction gives candidates a feel for how your team plays, and allows them to see themselves as members of your team? Yes No

Duties of the position

Have you identified the objectives of the position? Yes No

Do the duties of the position correspond to the position title? Yes No

In which duties must candidates demonstrate considerable experience?

In which duties may candidates have little or no experience?

Are the duties clearly explained? Yes No

Are the duties attractive and stimulating? Yes No

Do you think the position description corresponds to the position title? Do you think the amount of work described is realistic? Yes No

Qualifications

Do you mention a level of education? Yes No

Is that level of education indispensable? Yes No

If not, do you say so? Yes No

Do you mention a field of study? Yes No

Is that field of study indispensable? Yes No

If not, do you say so? Yes No

Do you mention a number of years of experience? Yes No

Is that number of years indispensable? Yes No

If not, do you say so? Yes No

Do you recognize other types of experience, not necessarily academic training or paid work, such as volunteer experience or the transfer of ancestral knowledge?

Do you require candidates to be proficient in English and French? Yes No

Is that proficiency indispensable? Yes No

If so, what minimum level of proficiency do you mention? Yes No

What other candidate qualifications are indispensable?

Do you think the qualifications you mention reflect reality in your organization? Yes No

What you can offer the candidate

Does your job posting showcase what you can offer candidates? Yes No

If so, what can you offer?

Have you thought of mentioning attractive features of your work environment such as optional teleworking, flextime, nearby public transit, or onsite parking?

Do you think these features might influence candidates' impressions of your organization? Yes No

If you were a candidate, what non-salary factors would lead you to apply to an organization?

Does your job posting mention these factors? Yes No

Remuneration

Have you determined the pay range for the position being advertised? Yes No

How did you do that?

Does your pay range correspond to the average salary for this type of position in your sector of activity? Yes No

Avez-vous affiché l'échelle salariale dans l'offre d'emploi ?

If not, why not?

[See what the Association of Fundraising Professionals, Quebec Chapter \(AFP Quebec\) has to say on this point.](#)

If the candidate you're interested in names a higher salary, are you able to respond positively? Yes No

If not, what other advantages can you offer?

Need assistance in writing or editing your job postings and putting your organization's best foot forward?

We're here to help with that too!

Make an appointment with an expert, at no charge