

Job Posting Guidelines

How to get the most out of your Handshake Posting



UNIVERSITY
OF MINNESOTA

Driven to DiscoverSM

General Guidelines

1. Use a specific job title

✗ “See our job openings” or “Hiring now” (Too Generic/ General)

✓ “Entry Level Accountant” (Specific Keywords)

Students have the ability to search for job opportunities using keywords and job titles. Also, Handshake makes recommendations to students based off of their profile (ie: major, past experiences, industries they have marked as preferences). That being said, students are less likely to apply – or even see – generic job postings.

2. Write a clear and detailed job description

✗ “We are looking to hire a Marketing Assistant. Please send your resume at ABC@company.com”

✓ “We are looking for a Marketing Assistant who will support our advertising campaigns and track web analytics. Your main job duties include A, B, C. To be successful in this role, you should be familiar with [Google Adwords and CRM software. We offer competitive benefits, including X, Y, Z.”

Specific job duties and qualifications will lead students to find a job posting by searching keywords such as “experience in a non-profit organization” or “Quickbooks”. With unambiguous language, qualified candidates are less likely to find a job posting.

As a general guideline, write job descriptions of around 700-800 words and include:

- Specific job duties
- Must-have requirements
- Meaningful benefits you offer
- Useful information about your company or teams

3. Avoid “buzzwords” or insubstantial job titles

✗ “We are looking for a Rockstar Intern”

✓ “Public Relations and Media Intern”

Realistic, descriptive job titles are more effective, as they're easily searchable by candidates.

- It is best to include the department in the job title, like “Marketing Associate” or “Sales Intern”
- Buzzwords like “unicorn”, “guru” and “ninja” can turn candidates off

Job Postings will not be approved if they are missing:

1. A detailed job description with specific job duties
2. Minimum qualifications (easier for students to view if qualifications are in bullet point format)
3. Neutral language- focus on job-specific requirements instead of requirements around race, sex, age, religion, etc.

Job Posting Example:

ABC Company is North America's premier rubber band wholesaler delivering the widest variety of products to customer locations throughout North America including office supply superstores, independent retailers, chains, ecommerce retailers, and customers. We are excited about the work we do and are looking for others who share the same drive and passion. The Marketing Intern will be a part of a 10-week internship program with hours being 8am – 4pm (Monday – Thursday).

Project Experience:

This will be a Marketing Internship designed to provide a college student exposure to a variety of typical Marketing tasks in a real working environment. The intern would contribute significantly (if not own) tasks such as: updating brochures (content & creative), designing sales tools, creating/designing/sending retailer emails, supporting & building communications to ABC Company employees, sales reps, and retailers. Our goal would be to expose the intern to many forms of Marketing: print, digital, sales education, employee communication, and if possible, event marketing.

Job functions:

- Maintaining Sales Tools: Sell Sheets, Brochures
- Creating Retailer Marketing: Retailer emails utilizing Pardot
- Executing Key Employee Communications: ABC Company employee communications to help drive awareness of Pro Services, Sales education emails to keep sales engaged and learning about our service offering

Each Intern will complete a Capstone Project-list activities related to the project

Mandatory Requirements:

Coursework that would be helpful

- Marketing
- Communications

Other Skills/ Abilities:

- Ability to work both independently and with teams

- Must be a self-starter, exhibiting the ability and drive to set & execute a plan independently
- Clear & effective communication skills – verbal, written & interpersonal
- Confidence – must be able to work with people at all levels of the organization after a solid introduction meeting
- Ability to multi-task and keep multiple projects moving forward at the same time