

GUEST EMPLOYERS

GUIDANCE DOCUMENT ON DEVELOPING AN EFFECTIVE JOB POSTING

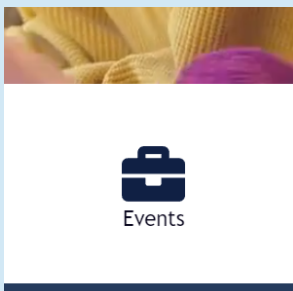


The purpose of this guide is to help you develop a post for a job vacancy that is easy to understand and interesting and informative to job seekers.

The North Dakota Educational Employment System (NDEES) is a free service for all North Dakota schools and secure-care facilities seeking educational employees. Only these entities are allowed to post on the NDEES. Please remember as you are posting, that you are not only competing with other educational entities for job seekers, but also often competing with the private sector, including medical, technology, and educational companies. This is especially true of our technology and therapist positions. Taking time to craft your job posting, will help ensure the best chance of having a job seeker apply for your position.

Before We Begin:

- ✓ **Read other job postings both on the NDEES and on other sites.** This will help you get a feel for what positions you are competing for, and give you ideas on creating your job posting.
- ✓ **Do not create generic or cross-category job postings such as:** “Full-Time Teachers,” “K–8 Teachers,” “Math, Language Arts, Science Teachers.” Be specific.
- ✓ **Create a new posting for each position.** The only exception would be if there are multiple openings for the same job. If this is the case, please state exactly how many openings there are. Example: *Occupational Therapists: 3 Openings*
- ✓ **Do not include entire job descriptions on a post.** Posts should be short and concise. This is not the forum for a multiple-page job description because it is too long and will lose the job seeker’s interest quickly.
- ✓ **Do not create a job posting to advertise an event or job fair.**



There is a separate place to advertise an event or a job fair on the homepage of the NDEES. To post an event or job fair, e-mail ndsupport@taese.org.

Position to Post:

Post a Job

Position Information

Job Title:

Region:

[View Map](#)

Setting:

Job Title: The job title is the initial item the job seeker usually sees and evaluates to determine if the position is of interest. The job title should be clear and concise and contain no abbreviations.

- Example: *Special Education Teacher: Language Arts (Grades 7–8)*

Note: If the position is part time, it should be indicated in the title.

Region: Indicate the REA region where the job is located.

Position Information

Job Title:

Region:

Setting:

Organization I

- Pick a region...
- Pick a region...
- Great Northwest Education Cooperative
- Roughrider Education Services Program
- Central Regional Education Association
- North Central Education Cooperative
- Northeast Education Services Cooperative
- South East Education Cooperative
- Red River Valley Education Cooperative

Organization Information:

Organization Name:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
State:	<input type="text"/>
Zip:	<input type="text"/>
Website:	<input type="text" value="http://"/>

Organization Name: Indicate the name of the school district.

Address: Indicate where you want the applicant to apply for this position.

Organization Website: Enter the website of the district.

Contact Person for Position:

Name:	<input type="text"/>
Telephone:	<input type="text"/>
Extension:	<input type="text"/>
Fax:	<input type="text"/>
Email Address:	<input type="text"/>

Name: Determine who is the best person to answer specific questions about this position or to guide the candidate through the application process. This could be the person who will oversee the position or someone from the human resources department.

E-mail Address: Enter the email address for the contact person that the job seeker should use to ask questions regarding this job posting.

Choose a Category:

Elementary/Early Childhood Pick a category... ▾	Middle School/Junior High Pick a category... ▾	High School Pick a category... ▾
Special Education Pick a category... ▾	Career Technical Education Pick a category... ▾	Other Pick a category... ▾
Administration Pick a category... ▾		

NOTE: Based on the position you are posting, choose only the relevant job title under the category. Occasionally, a position may be appropriate for more than one category. An example is posting a position for a fifth-grade school aide, which could go under “Elementary - Elementary Education” and “Other - School Aide.”

Additional Information:

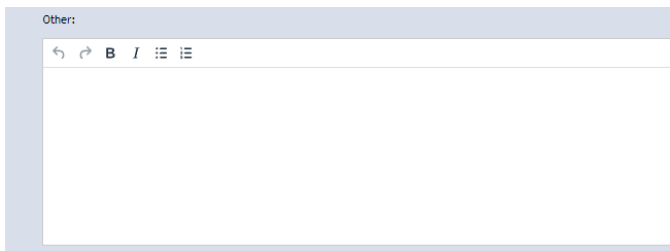


A good job description is clear and concise and highlights the most significant information about the position. **Don't paste entire job descriptions from your human resources department** because comprehensive descriptions are too long for this forum. It is all right to use the word “you” to speak directly to the job seeker.

For the job description, please consider:

- **Position Description:** Worksite location; full time/part time; if the position is working with students, include grade/age; for special education, include the subject area and the special needs student population.
 - **Tasks:** Using bullets, list approximately five of the most relevant daily tasks, and start each task with a verb.
 - **Terms of Employment:** Number of days in contract, work hours per week, if permanent or end- of-year position, probation period, etc.
 - **Requirements/Preferences:**
 - **Requirements:** Certifications or skills needed or job tasks that require additional training.
 - **Preferences:** Education level, years of experience, knowledge of computer or training programs, other languages, etc.
 - **Work Conditions:** Travel requirements, independent/teamwork settings, supervisory duties, etc.
-

Other:



For this section, first consider including one to three sentences telling the job seeker a little about your district (see the box below).

Other relevant information to consider:

- **Salary or hourly rate;**
- **Bonuses or other unique perks** (continuing education, induction/mentorship program, and signing/retention bonuses);
- **Benefits** (insurance plans, retirement);
- **Any disclaimers;**
- **Application deadline.**

Capitalize on Your District in Your Job Posting

Don't underestimate the importance of selling your workplace. Sometimes it is what you include about your organization that "speaks to" the job applicant. If you are unsure what to include, look at your website to see what is promoted about your organization and ask other employees why they chose to work at your school or district.

Examples of what to consider include:

- ❖ *Brief history*
- ❖ *Mission statement*
- ❖ *Size of the district*
- ❖ *Location*
- ❖ *Keywords that describe the district or what is important to the district*
- ❖ *Special recognition the district has received*
- ❖ *Company and workplace culture*

Terms sometimes seen include: Competitive Pay, "A" Rated District, Traditional, Liberal Arts, Back to Basics, Growing District, Multicultural Community, STEM, Fine Arts.

NOTE: If you are not familiar with the position you are posting for, consider having the supervisor of the posted position or someone more familiar with the job review the post to ensure it is accurate and complete.

Management Contact Email:

Management Contact
Email:

We request this additional e-mail address in case clarification is needed before we post the opening. We also use this e-mail address to follow up to see if this vacancy is filled. This is typically the e-mail address of the person posting the position.


Submit:


Please make sure links and spelling are correct before hitting the submit button.

Submit

When you have completed posting a position, please check all links and spelling for accuracy, then click “Submit” at the end of the “Post a Job” form.

Delete or Modify a Vacancy:

 Effective Job Posting Guide

 Delete/Modify a Job Posting



Use the Delete/Modify a Job Posting form to make changes to a posted position, or to delete the position.

NOTE: Please delete the posting as soon as the position is filled. It reflects poorly on your organization to have active postings on positions no longer available.

Technical Assistance:

Technical Assistance

Having an issue with the website?

We are available 24/7.

ndsupport@taese.org

There is a “Technical Assistance” link on the homepage, which is used to send an e-mail to ndsupport@taese.org



A Few Final Notes

- ✓ Job postings, as well as any deletions or modifications, made to an existing posting will be uploaded or updated/deleted as requested **within 5 days** of your submission.
- ✓ All jobs are **deleted after 60 days** unless contact is made with the site administrator via email at ndsupport@taese.org indicating the desire for an extension. If an application deadline is indicated in the posting, the posting will be removed after that date.
- ✓ Once you have filled your posted position(s), go to the [Delete/Modify a Job Posting](#) link on the “Post a Job” page. Complete the “Delete/Modify a Job Posting” form and mark that the position has been filled.
- ✓ You will receive a follow-up e-mail asking about the posting. Please take the time to respond to this e-mail as this data you provide is recorded and shared.

Every job posting has the potential to be viewed by the hundreds of job posters and job seekers who visit the North Dakota Educational Employment System each day. Taking the time up front to plan and craft your job posting is important. The impression you leave can be lasting and might be the difference between filling your position and losing out on a qualified applicant.