

How One Word Can Influence Thousands of Searches.

Presented by
Katrina Kibben





THINK JOB POSTS DON'T MATTER?

.6% increase in
unemployment with addition of
“Bachelor’s Degree Required”

Agenda

1. Understanding the Status Quo
2. Common Mistakes and Fears
3. Five New Job Post Rules



QUESTIONS?

katrina@threeearsmedia.com

Understanding the Status Quo.

Put Post Here.

Content Writers

My Digital Buddy - New York, NY

Apply Now

Formal position title.

Job Overview: Provide a brief, 4-sentence description of the role, what success in the position looks like, and how it fits into the company or organization overall.

Responsibilities and Duties:

- List the essential duties required to carry out this job.
- List them in order of importance.
- Use complete sentences.
- Start sentences with verbs.
- Use the present tense.
- Use gender-neutral language.

Qualifications:

- Education level.
- Experience.
- Specific skills.
- Personal characteristics.
- Certifications.
- Licenses.
- Physical abilities.

My Digital Buddy - 1 day ago - [open job](#) - [closed job](#)

Proofreading Matters.



Shit Leader - Taco Bell

Alvarado Restaurant Group Denver, CO

Pay	Not Listed
Benefits	Medical, Dental, 401K
Type	Full-Time

Like the Assistant Manager, focal points include: § Driving excellence in customer service § ... Restaurant Operations Technically proficient in all aspects of food preparation, production and ...

Dismiss

[1-Click Apply](#)



three ears media

KATRINA KIBBEN

Are you ready to break all the recruiting "rules?"

A stylized illustration of a hiring sign. The sign is rectangular with a grey background and a black border. At the top left, the word "HIRING!" is written in large, bold, black capital letters. To the right of "HIRING!" is a blue circular icon containing a trophy. Below the sign, there are five vertical grey bars, each with a black wavy line inside, representing a fence or a barrier. The sign is set against a brown background.

WHAT I LEARNED WRITING 60 JOB POSTS IN 60 DAYS



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Too Long

1. But I want it to be specific!
2. I need them to know everything about us
3. I don't know what's not important

Too Creative

BANNED FROM JOB ADS

TOP TALENT
NINJA
FAST-PACED COMPANY
ROCKSTAR
START-UP VIBE
WE'RE LIKE A FAMILY
EMPLOYER OF CHOICE
WINNING TEAM
EMPLOYEES ARE OUR
GREATEST ASSET
SELF STARTER
WORK HARD, PLAY HARD



Guessing Game

Office Assistant: 4,500.



**Administrative Assistant:
80,000.**

5 New Job Post Rules.

Rule #1: Use The Same Language.



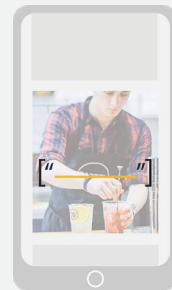
Job Description

Legal documents. The brain dump from the hiring manager. Very technical. Very specific on activities and success.



Job Posting

What you'll put on the website to promote the job. A more catchy version of the job description to capture attention.



Job Ad

What you use on Instagram or social media, for example, that promote the job. These are strategic images, sponsored posts, etc.

Rule #2: Write For Attention Spans.

600



1700

Word Count Roulette

Rule #3

Know How

Candidates

Search.

Operator	Finds tweets...
twitter search	containing both "twitter" and "search". This is the default operator.
"happy hour"	containing the exact phrase "happy hour".
obama OR hillary	containing either "obama" or "hillary" (or both).
beer -root	containing "beer" but not "root".
#haiku	containing the hashtag "haiku".
from:alexiskold	sent from person "alexiskold".
to:techcrunch	sent to person "techcrunch".
@mashable	referencing person "mashable".
"happy hour" near:"san francisco"	containing the exact phrase "happy hour" and sent near "san francisco".
near:NYC within:15mi	sent within 15 miles of "NYC".
superhero since:2009-01-18	containing "superhero" and sent since date "2009-01-18" (year-month-day).
ftw until:2009-01-18	containing "ftw" and sent up to date "2009-01-18".
movie -scary :)	containing "movie", but not "scary", and with a positive attitude.
flight :(containing "flight" and with a negative attitude.
traffic ?	containing "traffic" and asking a question.
hilarious filter:links	containing "hilarious" and linking to URLs.

How Candidates Actually Search.

Marketing Manager
Columbus OH

Rule #4: Pick Better Job Titles.

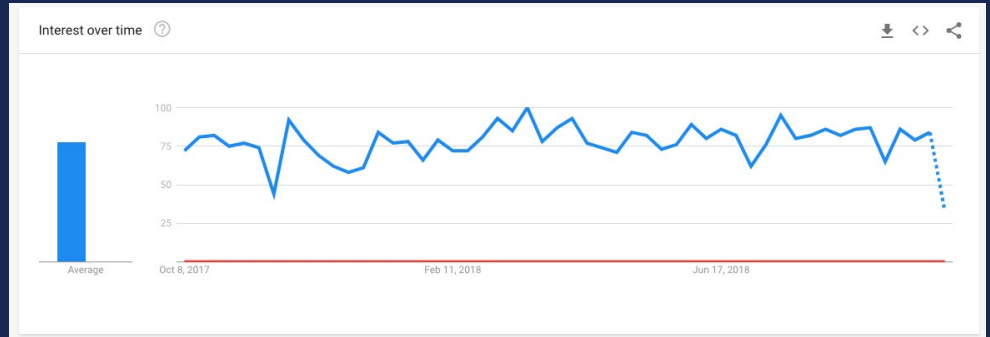


Why Job Titles Matter

1. Part of the URL
2. Search volume
3. Candidate influence

Researching Job Titles

1. Google the job title and resume, then image search:
 - a. i.e. Search: Marketing Manager Resume
2. Look for qualified resumes for the most common job titles. Pick 3-4.
3. Use Google Trends to compare traffic.



Rule #5

Job Posting

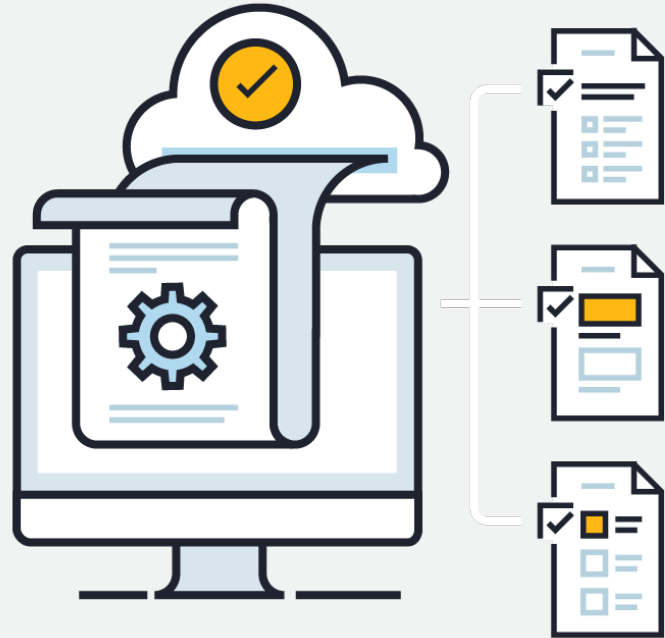
Content.

What Are Candidates Thinking?

Company/Location: Since 1978, ABC has been one of the most recognizable brands in environmental, forestry, landscaping, and construction equipment. ABC equipment is engineered and manufactured in Ohio, and sold through an international dealer network offering equipment sales, rentals, parts, and accessories, including warranty and technical support.

Content Upgrade

1. Shorter is better
2. Open with soft skills
3. Kill the bulleted skill list
4. Limit the perks on the page
5. Create structure, not templates



Example Job Post Before and After

BEFORE

ABC seeks a collaborative, responsive, and dynamic non-profit development professional to lead the RCS community as our Chief Development Officer. This experienced leader will lead....

AFTER

Raising money isn't everyone's cup of tea. We're looking for someone who's ready to boil the water, sweeten the pot, and share the love of raising money with an enthusiastic team supporting an important cause.

Job Rewrite Workshops.

[Bit.ly/freejobrewrite](https://bit.ly/freejobrewrite)



Katrina Kibben
Founder and CEO
Three Ears Media

katrina@threeearsmedia.com