

### **Seven Ways to Improve Job Postings**

- Write simply and in a straightforward manner
  - Be concise – less is more
  - Avoid using government jargon – write so any potential applicant can understand
- Convey the excitement and impact of the agency’s work
  - Talk about the mission
- Make it well-organized and easy to navigate
  - Easy for job seekers to find key information (i.e., duties, requirements)
- Describe clearly the position
  - Potential applicants should have enough information to determine whether or not the job is a good fit for them – but not so much information as to overwhelm them
  - Provide a sense of what the day-to-day functions of the job would be
- State clearly job requirements – citizenship, education, experience, skills, etc.
- Make effective use of white space
  - Bulleted lists and short paragraphs are clearer and less daunting than long, bulky paragraphs
- Include clear, concise instructions on how to apply and what to expect throughout the application process

### **Required Information – In Announcement or Linked?**

#### ***Include in Announcement***

#### ***Link to Information***

- Basic Information
  - agency name and announcement number
  - title, series, grade and starting pay
  - open and closing dates
  - duty location
  - number of vacancies

- Description of Duties
- Qualification Requirements (KSAs/competencies)
- Basis for Rating (rating procedure/assessment)
- How to Apply (including point of contact)
- What to File

*Post this information to your agency’s website and provide a link in the job posting - or link to OPM.*

- CTAP/ICTAP Information
- Veterans Preference Information
- EEO Statement
- Reasonable Accommodation Statement

## Action Words to Use in Job Postings

accommodate	compose	ensure	interact	program	simplify
achieve	compute	establish	interface	promote	solicit
acquire	conduct	evaluate	interpret	propose	solve
act (as)	confer	execute	interview	provide	specify
adapt	consolidate	exhibit	introduce	publicize	stimulate
address	construct	expand	investigate	publish	strategize
adjust	consult	expedite	issue	quantify	streamline
administer	control	experience	lead	recognize	strengthen
advise	convert	explore	learn	recommend	study
allocate	coordinate	extend	lift	reconcile	submit
analyze	correspond	extract	listen	record	suggest
apply	counsel	facilitate	maintain	recruit	summarize
approve	create	file	manage	redesign	supervise
arrange	customize	forecast	market	reduce	support
assemble	delegate	formulate	modify	refer	survey
assess	deliver	furnish	monitor	refine	systematize
assign	demonstrate	gather	motivate	regulate	teach
assist	design	generate	negotiate	reinforce	test
assume	determine	govern	notify	reorganize	think
assure	develop	guide	observe	repair	thrive
attain	devise	handle	obtain	report	trace
attract	devote	highlight	operate	represent	trade
audit	direct	hire	organize	research	train
augment	discuss	identify	originate	resolve	transfer
authorize	disseminate	illustrate	participate	restructure	translate
budget	distinguish	implement	perform	review	transmit
calculate	distribute	improve	persuade	revise	troubleshoot
circulate	document	incorporate	plan	schedule	understand
clarify	draft	increase	predict	screen	update
collaborate	drive	influence	prepare	search	upgrade
collect	edit	inform	present	secure	validate
combine	eliminate	initiate	preside	select	verify
communicate	encourage	inspect	prevent	sell	walk
compile	enforce	install	process	serve	weld
complete	engage	instruct	produce	service	write