




A candidate looking for a job wants to know where will it be based, can he do the job, how much will he be paid, and does he want to work for this company?

When posting a job there are a number of elements that will ensure the job is optimised to deliver the maximum number of relevant qualified candidates for the vacancies. 

REASONS WHY CANDIDATES DON'T APPLY TO YOUR JOB AD

More than 2 out of 5 candidates consider the content of the job offers insufficient to make the decision to apply.

Half of them will even prefer to pass by without applying, despite the fact that the offer matches their profile.

Recruiters are thus missing out on 20% more potential candidates due to a lack of information in the job offers.

- Bad reputation of the company (58%)
- Lack of informations in the ad (52%)
- Localisation of the job is unclear (49%)
- Job ad has been online for too long (43%)
- Job title is unclear (42%)
- Application process length is unclear (38%)
- Too much documents to send/ fields to fill (37%)
- No information on the recruiter(26%)

USEFUL TIPS : JOB TITLES

The job title plays a major role in the opening rate of an ad, since it is the first element that candidates see. A low open rate will result in a low number of applications.

Nearly one in three applicants feel that the job titles are unclear. However, we know that if the job title is not clear or not understood, 42% of candidates will not apply.

- **Use clear, specific job titles.**
For example: Sales Executive
- **Do not add unnecessary text to the job title field**
For example, don't use: terrific opportunity in Luxembourg for an experienced Sales Executive
- **Avoid multiple roles/levels**
For example, don't use: Junior Sales Executive or Senior Sales Executive
- **Avoid unusual job titles.**
For example: Use DataAnalyst and not Data Guru



USEFUL TIPS : LOCATION

Jobseekers want to know where they will be based: 7 out of 10 jobseekers use location in their job search. Data shows that candidates who use location in their job search have a higher application rate.

Use the specific office location.

For example not just "Luxembourg", but "Bertrange, Luxembourg". This can offer jobseekers a more detailed list of vacancies near their precise location.

Specify if the job will be in the office location or will be home based (work from home).



USEFUL TIPS : SALARY

Candidates are up to 30% more likely to view a job that contains salary information. It also increases applications by 4%.

Adding salary information encourages applications from relevant, engaged candidates speeding up time to hire and reducing dropouts.

You may not want to disclose the salary.

You can select that option when posting. However, if you choose to, the salary must be accurate.





JOB POSTING TIPS

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USEFUL TIPS : CATEGORY



Almost 40% of people that search for a new job will use the job category field, and searches using categories are almost 20% more likely to result in an application.

If a job is posted in the wrong category it is unlikely your target candidate will see that role.

The category is determined by the job title not the sector/ industry of the company.

An accountant for an engineering company is posted in accountancy and finance, not engineering.

USEFUL TIPS : SKILLS



Build a job listing that is consistent with the position.

Don't be too demanding about the qualifications of your future recruit, as you may miss out on interesting candidates. Also differentiate between required and desired skills.

Skills that should always feature in the job listing:

- Training or diplomas
- Skills (knowledge): languages, software
- Personal qualities: personal qualities
- Experience: number of years, sector of activity

USEFUL TIPS : JOB DESCRIPTION



A well written, clearly laid out and detailed job description encourages applications from relevant candidates.

Key sections of a job description include an introduction to the company and company culture, an outline of the role and the responsibilities involved, skills, competencies and qualifications, salaries, and benefits.

Keep sentences short and concise, many jobseekers will read the job description in an email.

Keep it clear, easy to read and well formatted and check spelling and grammar.

Jobseekers will not apply for a job that is poorly laid out and contains errors.

Avoid mentioning other job titles in the job description. It could confuse the jobseekers.

USEFUL TIPS : FILTER QUESTIONS



Filter questions allow customers to pre-screen jobseekers, so you only receive only receive applications from relevant candidates.

Filter questions are particularly useful when recruiting for a role that requires a specific skill. Adding a filter question will cause applications to fall back by approximately 20% however the benefit for recruiters is that they have fewer applications from unsuitable candidates.

Some of the most common filter questions:

- 1 Are you eligible to work in Luxembourg?
- 2 What is your availability?
- 3 What is your annual salary expectation?

DO YOU HAVE MORE QUESTIONS?

Do you need help to publish and manage your jobs, or to find the right profiles in our Direct Search? Don't worry - of course you can also request a private training that is tailor-made for your team.

Whatever you need help with, do not hesitate to contact us. You can find all our contact information below.

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Customer Success Team