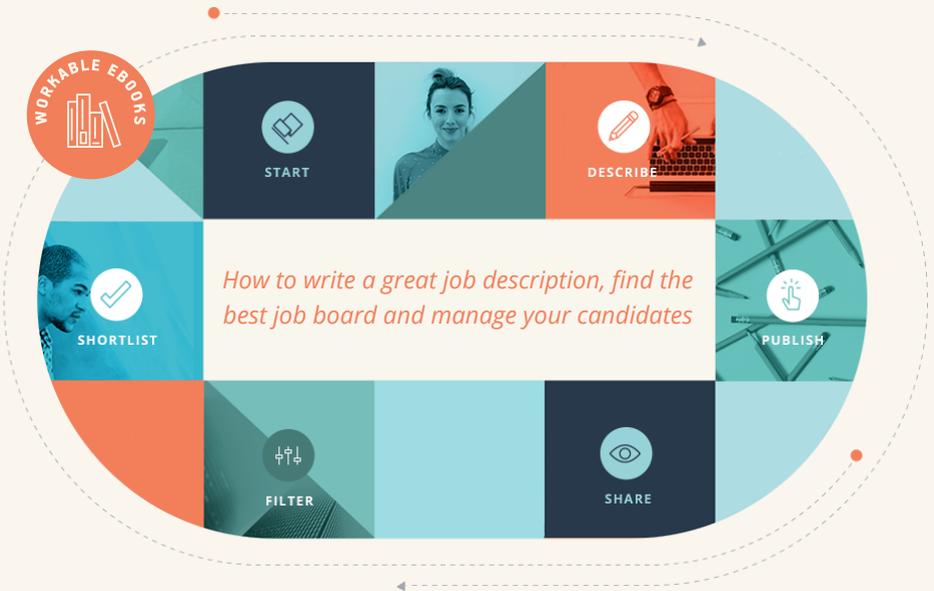


The Ultimate Guide to Job Posting



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INTRODUCTION

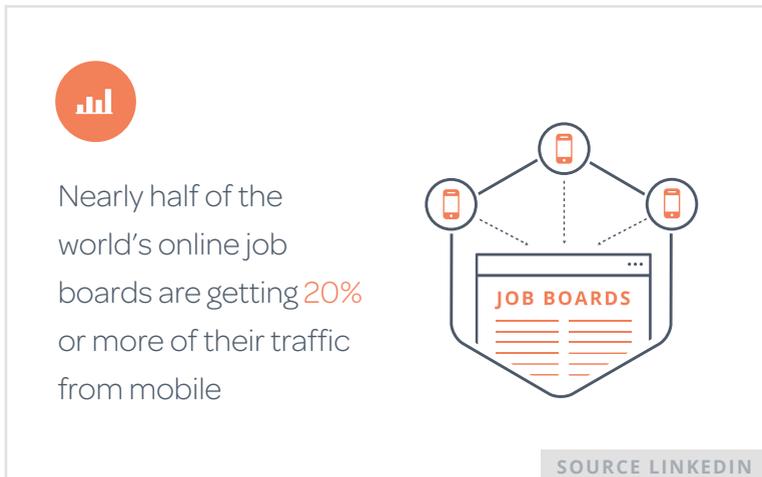
Meet the modern jobseeker



Before you get started posting jobs, take a moment to meet the modern jobseeker. They're someone who looks in more than one place and is more mobile than ever before. [Job boards](#) are still the number one destination for active jobseekers but more than half of them are looking on social media as well — a share that will keep rising.

The modern jobseeker could be spending up to 15 hours a week looking and is just as likely to be using their smartphone as their laptop while doing so. About half the

traffic on Indeed, one of the world's most popular job boards, comes from mobile. And this is why employers who [accept mobile applications](#) are twice as likely to get high quality candidates as those that don't.



What are the different ways to attract candidates?

There is no magic bullet in recruiting. Instead there's an exciting variety of channels and the challenge is to get the mix right. The starting point should be a [great careers page](#) that showcases what's good about your company and the

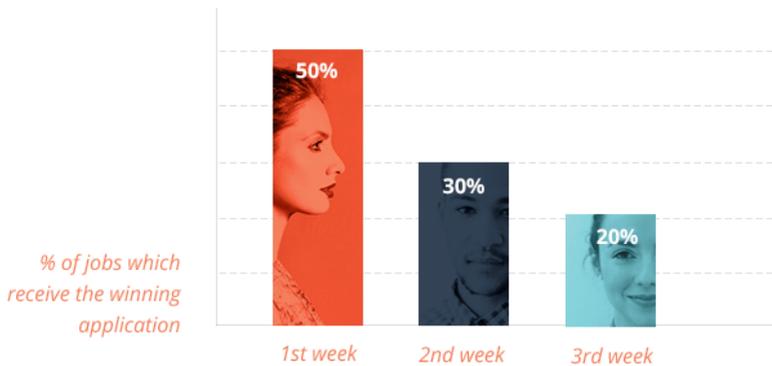
roles you're hiring for. The next step is to take advantage of social media to spread the word that you're hiring. Get everyone you work with involved with the help of a referral program. Then turn to job boards where there are a host of free options, as well as premium job boards, which if used right, are worth the money.

How do people collect and review applicants?

Even now some of the smartest companies are still hobbling their recruiting effort by using accounting tools to get it done. Spreadsheets are great for a lot of things. They suck as a hiring tool. Likewise email – which you can't work without – becomes overwhelming when you're hiring. The answer can be found in some of the great hiring software solutions that an increasing number of employers are turning to. Applicant Tracking Systems (ATS), like [Workable](#), are bringing the advantages larger organisations have long enjoyed when hiring and delivering them to smart companies of all sizes.

How long should the applicant search take?

Let's take you into Workable's own data. We have delivered more than 5 million candidates to companies and have discovered the following:



Half of the jobs posted on Workable received the candidate that they eventually hired in the first week.



After two weeks that proportion rises to almost 4 out of 5 jobs.



After 3 weeks almost all jobs posted had received the winning application.

[Try Workable for free](#) and get your ad on all the best job boards today. There's no credit card or downloads required.

Do I need to hire a recruiter?

Hiring a recruiter isn't always necessary but it can be a great shortcut. Here are some important points to bear in mind:



Look for recruiters who have hired for businesses like your own.



Look for recruiters who have hired for roles like the one you're hiring for.

Contingent recruiters, who get paid when they deliver results, have become increasingly popular. The upside is that you only pay for what you get (typically one third of the hire's annual salary). The downside is the cost and a possible conflict of interest. You want to hire great people. The recruiter gets paid when you hire someone. Bear this in mind.

CHAPTER 1

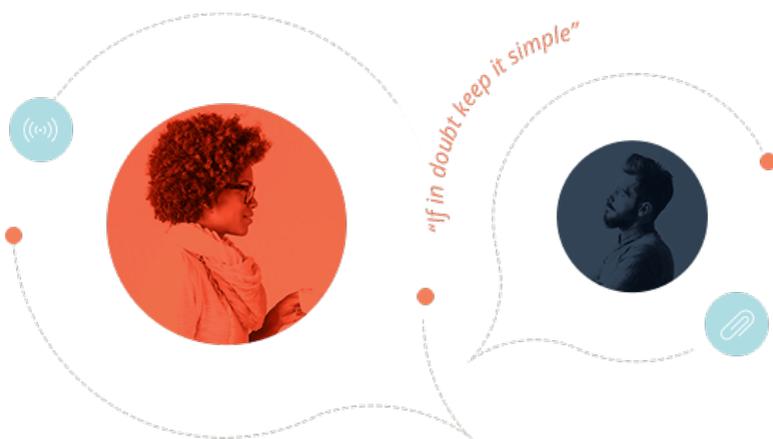
Choosing the right



title for your open position

The power of plain speaking

Whichever job title you choose remember that it will be displayed in job listings, on your own website and in search results. While you might think of a job title one way, your candidates could be busy searching for something else. The answer is to do some research to make sure your title is something a jobseeker would look for on Google or Bing. While a designer might reasonably expect to search using the term “designer”, this won’t help them to find your posting if you’ve used the job title, “graphical ninja”. Clarity of writing comes from clarity of thought.



Exceptions to the rule

Not everyone agrees with this approach. Github, the programming repository, is comfortable asking for “bad-ass Ruby specialists”. The power of their brand means people head directly to their careers page or search “GitHub jobs” to see what opportunities are out there. It works for them but think seriously about whether it works for you. If in doubt keep it simple.



Tech tricks to inform your choice:

- Go to the job board Indeed to check out the [most searched job trends](#).
- Use the Google Keyword Planner, or if you don't have an Adwords account one of these free [Keyword tools](#).

CHAPTER 2

How to Write a Job Description



First impressions count. For many jobseekers, the [job description](#) is where the relationship between employee and employer begins. Should this step turn into a stumble it's all over very quickly. Job descriptions can alienate, demoralize and intimidate. They can also engage, motivate and inspire. To achieve the latter we need to revolutionize the way we think about this relationship.

We're starting with a list of tips and tricks on how to craft a job description, then we'll break it down to provide specific guidelines for your company profile, requirements and benefits. Let's get started.

The 10 starter steps

1

Discuss the role with someone who already does this job, or its nearest equivalent within your organization, and get them to describe their average day.

2

Describe the role using words that feel inviting and evoke an emotional response. Resist the temptation to use jargon, buzzwords or a flat corporate tone.

3

Keep it short (but not too short) or it can become confusing. As a general rule, don't use more than a half-dozen bullet points and don't exceed 700 words.

4

Be specific. Vague meaningless prose won't cut it here. Know your industry and where your company stands. Make sure you're familiar with the role and what it consists of and spell it out. Add a start date to create a sense of urgency.

5

Think like an applicant. What would make you apply for the job? Is it just perks and benefits or the chance to work with a smart group of people?

Perhaps it's the clear career path, the opportunities to learn and add to your skills, the company's vision or the way you do things.

6

Help applicants to picture themselves in the role. Share details of the team they could be working with on a regular basis; include quotes or links to social media accounts.

7

Leave out trivial tasks or minor details. It's all about what's important in the role.

8

Offer value. It's not all about how great your company and the job you're offering is. This is about the potential candidates. Share content that interests and attracts them, talk about knowledge, ideas, and working methods.

9

Don't write job descriptions in isolation. Talk to other departments to gain their expertise, content writers for wordsmithing, marketing for promotional ideas, designers for smart-looking visuals.

10

Spell-check and proofread.
And once you're done, do it again.

Your company versus all the companies out there

To stand out in a crowded market you need to show some personality in your company profile. Your company is a unique combination of people, culture and knowledge, and your target is to attract candidates who share your approach and values. Make a pitch. Tell them the story of where you are, how you got there and where you're going. Invite your candidates to join you in getting there.



"Two-thirds of job seekers admit to being influenced by the presentation of a job ad. Make yours memorable."

Make it visual; an image of your workplace, a video or a quote from one of your employees offers an inside look at your company. Two-thirds of jobseekers admit to being influenced by the presentation of a job ad. [Make yours memorable.](#)

But don't be self-absorbed. Many ads brag about how special their company is, how they only employ the best. This can come across as boastful, which is a turnoff for some candidates and will make others suspicious or fearful of applying. Brevity is your friend, keep this part to no more than 200 words and focus on your candidate; what's likely to capture their attention.

This job versus every other job out there

The two most common approaches are to present a detailed list of daily tasks or a vague run-through of responsibilities. Neither will make the role compelling. Focus instead on deliverables and explain how these will contribute to the success of the business.

Here you can use bullet points (not a laundry list) that describe the nature of the work and how the role functions within the broader team. Rather than describing tasks, focus on the type of decisions they'll be making, who they will be working with and reporting to.



The requirements list

You get what you ask for, so it's tempting to go all out with a wish list. What you actually need is someone who can do the job and has the potential to grow. Candidates aren't sitting on a shelf waiting to be picked. Distinguish between what you "want" and what you "need". Come up with a list of 15 requirements. Read, rethink and cut the list in half.

A good approach is to rank skills by importance and frequency and be clear about it. Treating all skills as equal will demoralize jobseekers. The wrong emphasis could cost you good candidates who are concerned that they lack some skills which could really be picked up with a few hours basic

training. Likewise don't dwell too much on experience. Keep in mind that skills can be learned, people can be trained.

Benefits & perks

Here you can knock yourself out with as many bullet points as your actual benefits deserve. Still, you would be wise to focus on what's special about your company. Keep in mind that attracting people through perks isn't the best recruiting strategy. You're looking for someone to meet the challenge and buy into the company as a whole, not a benefits shopper.

Make it easy to apply

We've all come across job ads that require a lot of patience to apply. Sending resumes to email addresses, filling out a bunch of fields with basic personal details or even worse rewriting your entire resume in individual form fields. Don't be that guy. The candidates' application experience is important.



An Applicant Tracking System (ATS) that automatically fills in required fields and offers a simple resume upload is all you need. [Screening questions](#) are useful and can weed out poor candidates to save you valuable time. A simple question like “What attracted you to this job?” can say volumes about the candidate. But go easy on open-ended questions that require candidates to write an essay. Multiple choice questions to check on skills and knowledge should be the default.

Worried about starting with a blank page? Try our [job description templates](#), or jump right in and post your job to the best job boards today.

CHAPTER 3

The Best way to Post a Job Listing



How to hype your job

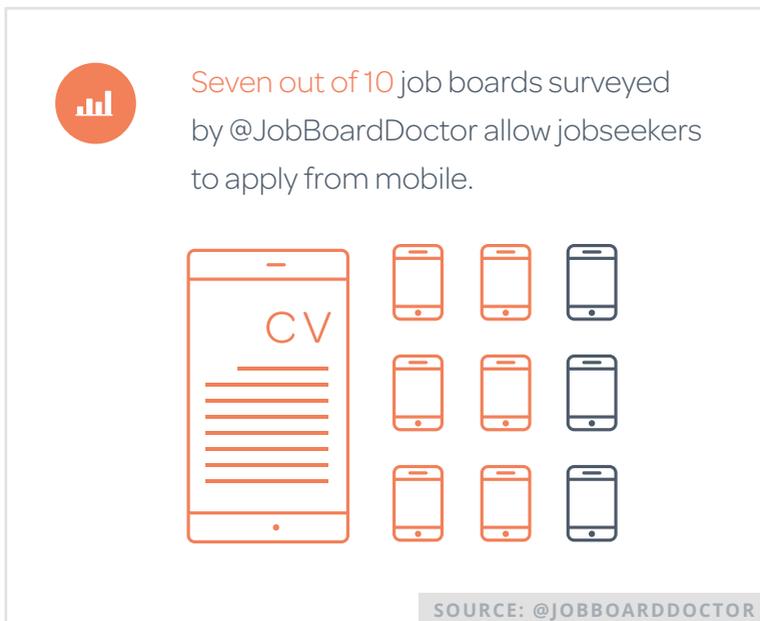
You need to create some buzz around the job you've just published on your [careers page](#). To do this you want to get your listing noticed by the communities where the [passive candidates](#) hang out. LinkedIn has scores of groups you can join, mention jobs in or initiate general discussions around the role, your company or the industry.



First things first. Does everyone on staff know you have just listed a new job? Share it across your company. If you don't have a referral system in place we'd strongly advise you to set one up. [eFounders used simple tools](#) they were already familiar with and made it work. Include a social sharing feature and give incentives to your staff to start sharing from their own social accounts.

An alternative is to create your own communities. Smart companies make sure they have created Facebook groups or a [Facebook Jobs tab](#), or even run a Facebook [ad campaign](#), with the sole purpose of attracting potential candidates. Promote your employer brand through these pages and when you post a job you'll have a talent pool of existing fans. Add as many touch points as possible between you and prospective candidates.

The top job boards



Posting your job on your [careers page](#) and social media is not enough. You need [job boards](#). The leading premium job boards in terms of ROI (return on investment) are LinkedIn, Craigslist, Indeed and Monster.

SimplyHired and Glassdoor offer free postings when you access them through an ATS like [Workable](#).

For the most effective places to post your jobs, check out our [job board directory](#), which enables you to choose job boards based on industry, location, and cost (paid versus unpaid).

The best day to post a job

Don't post your jobs on Friday evening, by Monday they'll be last week's news! Instead, wait until Sunday evening or [Monday morning](#) and advertise your roles when the candidates are most active.

Most job sites use freshness as a factor in ranking job search results. Plus, the new jobs of the day usually land in email updates and job board front pages, so getting there when the action is happening can get you up to double the candidates you'd receive on a slow day.

CHAPTER 4

Where to post a job for free



Social recruiting explained

To keep costs low, share your job on social media and harness the power of your best brand advocates: your employees. Get word-of-mouth referrals for free by having your team share your job descriptions far and wide on **Twitter**, **Facebook**, and **LinkedIn**.



Twitter is the most open and transparent of these three social networks. In other words, you don't have to be a Twitter user to read tweets. Putting your job listing on Twitter is a great way to connect with audiences you don't already know. Help jobseekers find your listing by using relevant hashtags, such as #jobopening or #joblisting. You can even use industry-specific hashtags, such as #greenjobs, or location-specific hashtags, such as #bostonjobs. This [list of hashtags](#) is written for jobseekers but equally useful for recruiters.



Facebook has more users than LinkedIn and Twitter and is by far the most popular social network. It's designed for personal sharing

and the best channel for employer branding. To get the most traction from Facebook, intersperse job listings with photos and videos that feature your corporate culture. If you're planning to do a lot of recruiting on Facebook, try adding a [Jobs Tab](#) to your page. This is a free, effective way to enable your audience to browse all your open positions on Facebook.



LinkedIn is purely a professional network and a natural fit for recruiters. LinkedIn profiles are formatted much like a resume, with most of the same candidate data—education, work history, technical skills, and some extras, like recommendations and endorsements. This is what makes LinkedIn so effective for sourcing highly specific types of candidates. Although LinkedIn has paid job listings, you can also post an open job as a status update on your company page for free.

Talent pools and the power of referrals

IMPORTANT NOTE: Choose your social media channel based on where your target talent pool is likely to be. Communications professionals in fields like advertising,



marketing, and PR, are likely to be active on Twitter. If you're hiring for construction jobs, Twitter won't be an effective recruiting channel for you. You're not limited to these social

networks either. For example, if you're a lifestyle or fashion brand and primarily communicate with your audience through images, Instagram may be your best bet.

Try pairing social media with an employee referral program. This is a warm, efficient way to reach your colleagues' trusted contacts and make higher quality hires. Referrals are the number one source for hires, and social media provides employees with an easier, more personal way to share open jobs. Increase participation in the referral program with incentives. Gift cards, gadgets, and bonuses are popular, but feel free to get creative. For example, [APAC Customer Services](#) offered concert tickets as a reward for referrals. It's fun, but also smart, with the concert date functioning as a kind of countdown. When creating a referral program, think about the way your colleagues like to communicate. [eFounders' preferred communication tool is Slack](#), so that's what they chose as a channel for receiving referrals.

The premium job boards

When volume of candidates is the priority LinkedIn, Indeed, and Craigslist are the top sites for posting job listings on account of their popularity, functionality and reach.



LinkedIn boasts the biggest potential candidate pool and may be the most powerful sourcing tool in your arsenal. LinkedIn enables recruiters to do very narrow targeting by almost every parameter you can think of (location, job title, industry, job function, company size, etc.). With LinkedIn InMail, you can even contact candidates directly.



Indeed is a global job board leader with 4m positions posted directly to Indeed.com. It is a job search engine that takes jobseekers' input, such as skills and location, and aggregates all the jobs that match. Use this site to search for resumes, post jobs, and run pay-per-click campaigns that put your job at the top of your candidates' search results.



Craigslist is a classifieds site and not a traditional job board. Often used to search for apartments or buy secondhand furniture. Craigslist is great for localized searches. You can post listings by city, and beneath that, by industry. Craigslist is also a handy hunting ground for freelancers, part-timers,

and temp workers. Surprise, surprise: Craigslist also beats everyone on inbound traffic.

MONSTER

Monster is an older job board that has evolved and expanded over its twenty years of service to jobseekers and employers. Monster's strength lies in its broad reach. It enables recruiters to target audiences in other countries, not to mention niche sites like Military.com, thousands of newspaper sites and jobseekers on Twitter and Facebook.

For more effective places to post your jobs, check out our [job board directory](#), which enables you to choose job boards based on industry, location, and cost (paid versus unpaid). Alternatively, try Workable for free for 15 days, and [post your job to multiple job boards](#) with just one submission.

Where to collect your candidates



One efficient way to post to job boards is through an Applicant Tracking System (ATS). In addition to [posting to multiple job boards](#) and social networks with one submission, any applicants from those job boards will automatically be imported into your ATS. Hiring teams can work smarter, not harder, by [cutting email and spreadsheets out of the process](#) and storing all their candidate profiles and resumes in a [searchable database](#). The best ATS options, including [Workable](#), offer you a simple [hiring pipeline](#) that makes sense of your recruiting tasks.

CHAPTER 5

The Best Places to Post Jobs Free and Paid



Get more eyes on your job listing today. With one click, post your listing to free job boards like Indeed, SimplyHired and Glassdoor. Workable integrates with 16 top job boards. All you need to do is select the ones you want and we'll do the rest.

[TRY WORKABLE FOR FREE](#)

Premium Job Boards



Indeed a leader among job boards and is visited by nearly three-quarters of all jobseekers. The site also boasts substantial reach with 4m positions posted directly to Indeed.com. Indeed is also a job search engine that anyone can use for free. It takes jobseekers' input, such as skills and location and then aggregates all matching jobs from thousands of other websites.



LinkedIn is the world's largest professional social network, a powerful sourcing tool and a job board. LinkedIn enables recruiters to create narrow searches for candidates by parameters such as location, job title, industry and more. With 380m users in total, LinkedIn has the largest user base. And they're growing fast with two new users added per second. The site is also visited by a whopping 97m unique users a month.



CareerBuilder is both a job board and a destination for career advice. It operates in

the United States, Europe, Canada and Asia and is visited by more than 22m unique visitors a month. It has 1,000 partner sites in 60 countries, including 140 newspapers and leading portals such as AOL. CareerBuilder is used by 300k employers and powers the job boards of 90 percent of Fortune 1000 companies.



SimplyHired

SimplyHired, like Indeed, is a job search engine at its core. It is a highly-targeted pay per click job board that gets around 30m unique visitors per month. SimplyHired is used by 700k unique employers who have posted 6m open jobs. When jobseekers search on SimplyHired, they're able to discover jobs on the SimplyHired site, mobile app and numerous partner sites.



ZipRecruiter

ZipRecruiter is used by over 400k employers and has delivered almost 70m candidates to date. They offer a speedy way to get candidates by enabling recruiters to post to more than 100 job boards such as Monster.com with one click, in addition to having a job board of their own. They also host 6m

resumes with thousands of new ones added daily.

MONSTER Monster enables recruiters to target a in other countries, as well as through niche sites like Military.com, thousands of newspaper sites and social networks such as Twitter and Facebook. It's a recognized name in job boards, having been around for 20 years. Monster also gets a ton of traffic with 26m monthly unique visitors.

Portfolium Portfolium is a job board and a portfolio site that enables approximately 1m students and recent graduates to get their work samples, video clips and skills in front of employers. Hiring college talent is not easy for recruiters but it is especially challenging for small businesses. Portfolium enables any company to look beyond resume keywords and effectively reach and hire college talent with verified skills.

 StackOverflowCareers is the careers platform of StackOverflow. It's used by 25m developers and technologists and is the

trusted first destination of tech recruiters. Both employer profiles and developer profiles on this network are designed with the interests of developers in mind. In addition, there's more for employers and recruiters to look at besides resumes. Recruiters look at code samples and interaction with other users to build a high quality pipeline of talent.

Free Job Boards



Glassdoor offers jobseekers free access to more than 8m company reviews, interview questions, salary reports and more, all posted anonymously by employees. It is also quickly rising in popularity as a job board and recruiting site. Glassdoor enables employers to update their company info, see who is viewing their company profile and respond to reviews. Glassdoor gets 19m visits monthly, 80% of them from the US.



Trovit is the leading classifieds search engine in Europe and Latin America. They have a presence in 46 countries and are available in 12 languages. Jobs are one of their five major verticals and they partner with thousands of job boards and newspapers to help jobseekers be more efficient in their search. Trovit listings are highly visible as they are visited by 40m unique users a month.



JobRapido is a global job search engine similar to SimplyHired and Indeed. They conduct business in 58 countries, have 50m registered users and are visited by 30m monthly users. They're a frontrunner as far as job aggregators go and continue to expand in Europe and the rest of the world.



US.jobs is a free job board and recruitment resource developed for employers by employers. They're owned by the Direct Employers Association, a nonprofit consortium of leading global employers. The site reaches a diverse national and international audience and provides niche services such as a veterans job search

(vetcentral.us.jobs) and [OFCCP](#) compliance for employers.



JobInventory is a job search engine that eschews pay-per-click campaigns for a contributor program. This means that the search results provided to jobseekers are 100% organic. They offer a wide selection as they post jobs from all sources: employers, job boards and classified sites.



CareerJet is a job search engine with a worldwide presence. They're available in 28 languages and source 40m job ads from more than 70k websites around the world. They own and operate two other brands, Opcionempleo for Spanish language markets and Optioncarriere for French language markets.



Recruit.net is the leading search engine for jobs in the Asia Pacific region. Their search technology pulls jobs from corporate web sites, job boards, recruitment agencies, classifieds and more enabling jobseekers to quickly find millions of jobs. They also offer

pay-per-click advertising, detailed analytics, and tracking for employers and recruiters. Recruit.net operates 18 localized websites in 6 major languages.

Why you would pay for a job board versus free job boards?

Which job board is right for you and whether you should spend the extra on a paid job boards depends on a few factors:



The urgency of the hire - if you need to hire quickly you're likely to find them faster by putting some money behind a paid or sponsored ad.



The type of role - some roles are simply harder to find candidates for. Take for example technology roles and often more senior hires. For this type of role you'll often need to use a specialist/niche paid job board. The cost of the board will be justified by the quality of candidate it can attract.

3

Your location - if you are based in an area where there is high competition for candidates, a paid job ad can help you stand out from the crowd and make sure you're speaking to the best people.

4

Ongoing hiring - as free job ads get old they fall down the rankings on job boards as newer jobs take the top spots. Simply reposting the same job on the same job board won't get it listed back at the top. So if you're hiring for a particular type of role over a long period of time you'll keep your job ad fresh and the candidates flowing by paying for a job ad to keep it high on job board search results.

5

Cost control - how much you pay for job ads is completely customizable, especially with pay-per-click (PPC) options. Many job boards have PPC campaigns that you can use to target a highly specific audience. This means that you only pay when interested and suitable candidates view your job listing.

Never forget that a badly written job ad will never attract the best candidates whether you pay for an ad or not. So be sure that your job ad is [up to scratch before you start](#).



So a paid ad is always better?

Not necessarily. There are many jobs where the free job boards can perform very well. Indeed for example is the biggest job board in the world, its free version has a huge amount of candidate traffic and can provide great candidates.

You'll need to decide which job boards are best for you on a role by role basis and whether paying for a job ad will work out better in the long run.



CHAPTER 6

Specialist Job boards

Specialist Job Boards, also referred to as niche job boards, trade on quality of candidates over quantity. Many have grown out of successful community sites or evolved into community hubs as well as listings sites. This is an introduction to some of the leaders in their respective fields or head straight to our [job board directory](#) for the full breakdown.

Industry-specific job boards

TECH AND PROGRAMMING



Stackoverflowcareers is the place to go if you're looking for developers. Some 25m devs and technologists use it every month.



Dice the other tech job board giant with a database of more than 1.5m tech resumes. Has a cross-posting network and minimizes unqualified clutter due to its niche nature.

Github is a community of 10m devs but it



also has its own small job board. More often used to trawl for [passive candidates](#) .

DESIGN



Dribbble is a community that gives you access to designers' portfolios and profiles. Plus you can post your jobs and connect with top talent.



Behance is where some of the top brands post their creative jobs. It's also the place where 5m professionals showcase more than 8m of their works enabling you to take a peek before you decide.

HEALTHCARE



Doximity has attracted almost 60% of US physicians. It's a professional network and a job board. You could call it a niche version of LinkedIn.



Healthcareers with 7,500 employees and more than 13,500 medical & healthcare jobs posted, this job board is guaranteed to provide you with qualified applicants.

SALES

 SalesGravy **SalesGravy** attracts around 4m visitors, making it a leading sales career site and sales talent community.

RETAIL



Allretailjobs board claims that 87% of retail resumes on their database can't be found on any of the generalist job boards.

HOSPITALITY



Hcareers is the premier job board that covers all hospitality jobs (hotels, restaurants, travel etc).

MEDIA

Mashable Mashable has emerged as a global media company with 42m monthly visitors and its job board is a go-to for digital talent.

FINANCE & BANKING



eFinancial Careers includes jobs in finance, accounting, banking and insurance and has an audience of more than 1m finance professionals.

Job boards for different types of work

FREELANCE/FLEX



Upwork (previously oDesk) is free, posts around 3m ads per year and is for freelancers only. If you're looking for one, check out their well-rounded database of 9m

freelancers. It's also worth posting your job on Elance which is part of the same network and is equally successful.



Flexjobs is free and effective when it comes to flexible jobs. But only if you're in search of part-time, telecommute or freelance employees.



Weworkremotely is the job board without borders allowing you to narrow down talent that doesn't have to be in the same location as you.

SEASONAL



Snagajob is the largest resource for hourly employees. Has 50m registered jobseekers, most of whom are between 16-32 years old with 3 years of experience.

INTERNSHIP/RECENT GRADS



Internships.com is used by more than 80,000 employers that can post and manage their internship jobs for free.



Looksharp is made for entry-level jobs and internships. It's the place where 10m students launched their careers last year.

STARTUPS

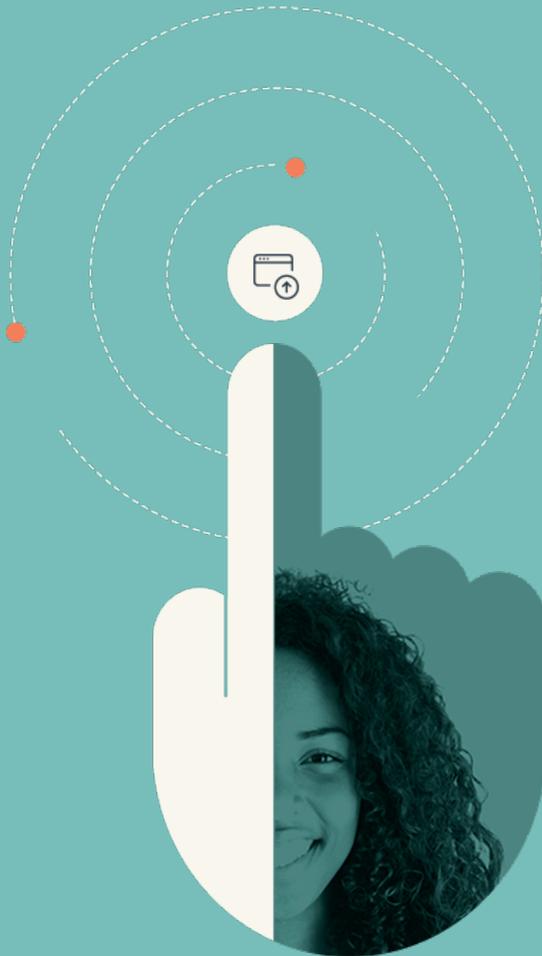


Angellist will be familiar to most startups. More than 13,000 of them use it. Candidates get to apply privately and see salary and equity up front and startups get to access a huge list of developers and designers actively looking for a job. All for free!

Want more options? Looking for regional heavyweights among the job boards where you're based? Here's our [job board directory](#), sorted by country, state, top cities and industry.

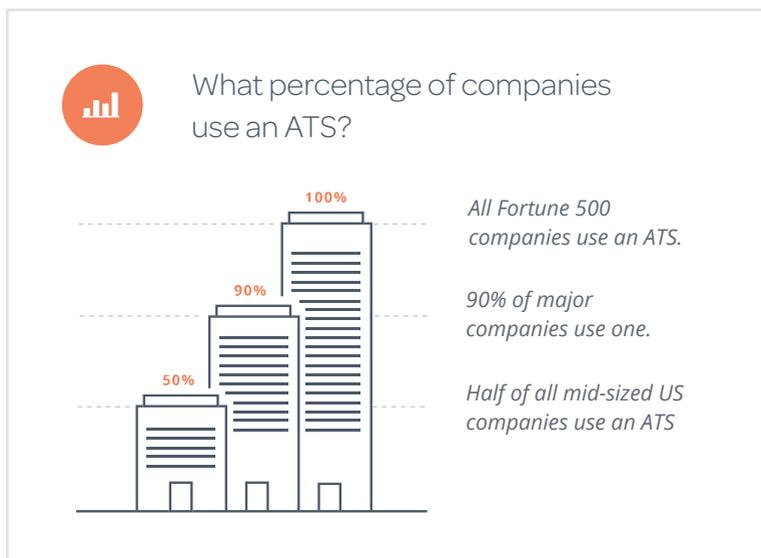
CHAPTER 7

Post Jobs on Multiple Sites



Get your jobs seen

Recruiting software (like an [Applicant Tracking System, or ATS](#)) takes the hassle out of hiring by automating repetitive tasks and enabling you to keep everything you need to do your hiring in one place. Posting your job to multiple job boards and social media sites used to take hours. Now, it can be [done in a click](#). Your recruiting software may even offer discounted or free job listings with specific partner sites.



Get candidates in one place

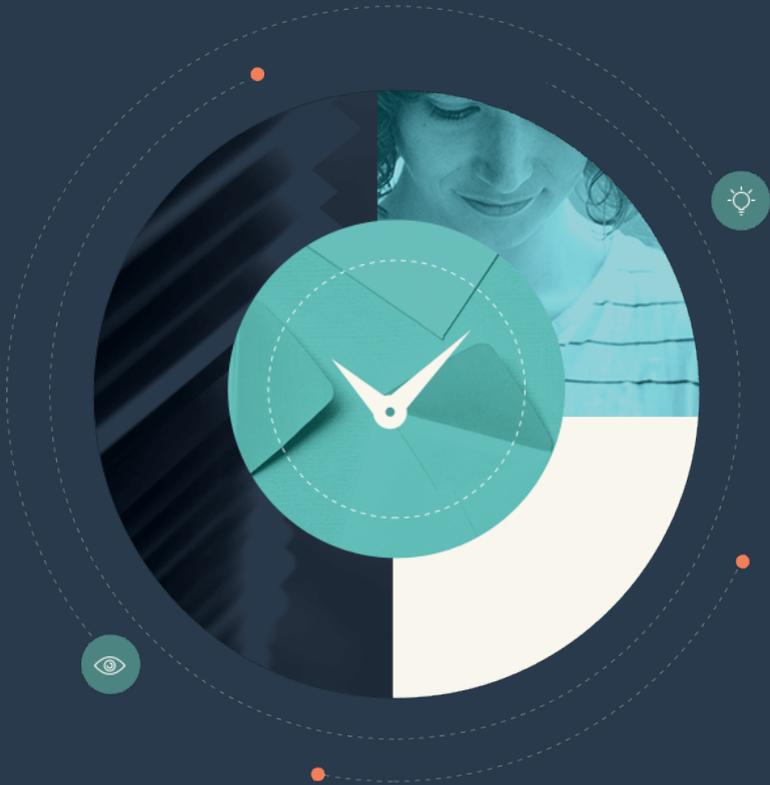
As candidates apply through job boards, their application data flows directly back into your recruiting software, or Applicant Tracking System (ATS). Your ATS will organize each applicant's resume and application materials, track how many candidates are applying to each listing and enable you to see how many candidates you're moving forward in the [hiring process](#). You'll also be able to discuss candidates with colleagues and keep all their communication on the [candidate's timeline](#).

Be seen everywhere

Maximize your reach by using the [job board integrations](#) offered by your ATS. Posting to [several job boards](#) at once is a great way to get more exposure, and more exposure means more applicants. Automating this task with an ATS saves time but also increases productivity. With an ATS, your hiring team can save hundreds of work hours you'd otherwise lose to filtering a large pool of applicants. This helps you identify top talent faster and focus on the more important work of choosing the best candidate for your job.

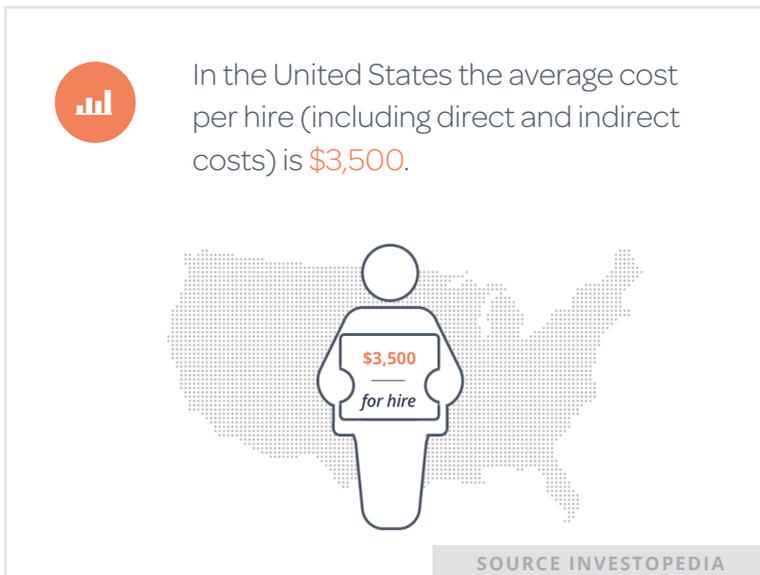
CHAPTER 8

Managing the application process



Qualifying and Ranking Candidates

You've [posted your job](#) and applications are rolling in. Now, it's time to start building a shortlist. Hiring processes vary from company to company, but generally your next steps are phone screening, [interviews](#) and at the very end, [offer and rejection letters](#).



How to collaborate with your hiring team

Close collaboration with your [hiring team](#) will result in a more efficient process and a hire who fits better. Whether you are an inhouse or agency recruiter, it's a good idea to send regular updates to your clients or hiring team. Using recruiting software means you don't have to stitch together spreadsheets, email and elaborate filing systems. Some tools provide seamless and customizable collaboration features so that you're always in the loop.

Methods used to score candidates

Time to rank your candidates. There are different approaches that can be taken here. One of the best is to simply rank candidates between 15 stars based on a few key elements. Some useful things to look for are:

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- 1 Initiative and drive
 - 2 Trend of performance over time
 - 3 Past accomplishments
 - 4 Comparable experience and education
 - 5 Problem-solving and analytical skills

How to move candidates through the process

It can be hard to pick up where you left off while managing multiple hiring pipelines. Use an Applicant Tracking System (ATS) to easily identify next steps and efficiently move candidates through the different stages of hiring.

The typical stages of the hiring process include “sourced”, “applied”, “phone screen” and “interview”. The right system will enable you to disqualify candidates from the process or even move a candidate from one hiring pipeline to another for a different position.



Chances are you know

this scenario: You write a job ad then post it to every job board one at a time. Your inbox gets jammed with randomly formatted resumes. You forward the ones you’ve had time to read to colleagues. It gets messy so you try to track it on a spreadsheet. We like spreadsheets, they’re great for all sorts of things like metrics and accounting but they’re useless for hiring.

That’s why we made Workable. A simple and powerful tool designed to help you hire better. Workable helps thousands of small and medium-sized businesses hire better candidates faster. Post to all the best free job boards with

one click, share your jobs on social media and get discounts on premium listings. When the applications roll in, Workable keeps them all in one place, where you can browse and decide painlessly. Hiring made simple.

[TRY WORKABLE FOR FREE](#)



Workable is affordable, online recruiting software. Get up and running in minutes, no downloads or training required.



POST JOBS EVERYWHERE

In less than 5 minutes post your job to all the major job boards and social networks



EVERYTHING IN ONE PLACE

No lost resumes, no missing feedback. Everything you need to hire, right when you need it.



ORGANIZE YOUR CANDIDATES

Candidate resumes are automatically organized for easy screening. Add notes and feedback

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