

5 EASY STEPS TO CREATE A SUCCESSFUL JOB LISTING

Make the most of your job listing by marketing the position in a way that attracts the best possible candidates.

1 JOB TITLE

Job title is the first thing a candidate will see in a job listing. The most effective titles provide a wealth of information at just a glance and make the candidate want to learn more. Include key information that briefly describes the opportunity, offers insight into your organization's culture, and enables the candidate to quickly decide if his or her preferences match the job.

Examples of effective job titles:

- Full-time veterinarian for Central Illinois Humane Society
- Veterinarian for busy multi-specialty practice in Greenville, OH
- Part-time licensed veterinary technician for Florida Panhandle mixed practice

A descriptive, catchy, or funny job title makes a posting stand out from the crowd.

Source: AVMA focus group

2 JOB DESCRIPTION

Help your job opportunity get noticed by going beyond the basics.

Details to include:

- **Anticipated work schedule** – Flexible schedules are particularly desirable. If you offer them, be sure to say so.
- **Responsibilities and expectations** – Be specific. Give candidates a clear picture of what their workday might look like.
- **Benefits and salary** – Even a wide salary range is appropriate.
- **Opportunities for career advancement** – These may include practice buy-in or opportunities for professional or skills development.

3 COMPANY PROFILE

This is your moment to shine. Job seekers are primarily looking for an organization where they feel they'll fit in. So be sure to highlight your workplace culture and what makes your practice a great place to work.

Details to include:

- **Practice philosophy and mission** – Think about what you take pride in as the practice's owner or a current employee, and write about them here. Have in mind the type of person who would fit into the practice, and write as if you're speaking to them.
- **Veterinary team** – Describe your practice team and the range of clients you serve.
- **Location** – Highlight not just where your practice is located, but why it's a great place to live. Job seekers place a high value on their lives outside of work. Factors like family, hobbies, and social activities play an important role in their job search and ultimate decision. Focus on what makes your city or town feel like a real community.
- **Equipment** – Candidates are interested in learning about specialty equipment and what procedures are performed on site.
- **Facility** – Describe the facility, especially if it has recently been renovated.

4 JOB REQUIREMENTS

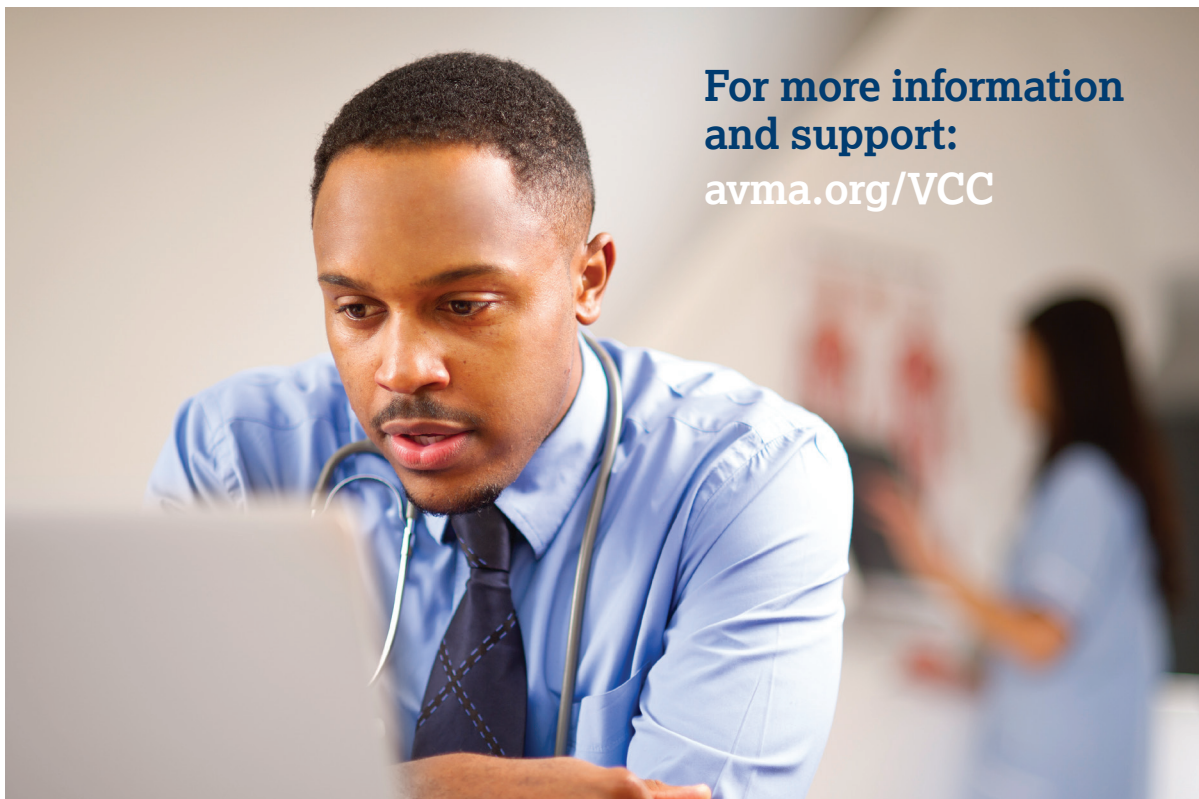
This is typically the last section candidates read. Include specific details, like:

- Licensure requirements or the ability to obtain a state license quickly
- Years of experience

5 FINISHING TOUCHES

- **Make every word count.** Put the most important information first, and avoid run-on paragraphs with lots of text. Separate sections to make your listing easier to read. This is especially important on mobile devices.
- **Include a web address and your practice's logo.** Your website is the first place a job seeker will go to learn more about your practice. Make sure it's up to date and easy to navigate.
- **Think like a candidate.** Would you apply for the job after reading the posting? Update and revise the listing as often as needed.
- **Proofread your ad.** Check it for accuracy and errors in punctuation or grammar. Then have someone check it again before posting.

PRO TIP: *Read job listings on the AVMA Veterinary Career Center. Find the ones that most pique your interest, and incorporate some of the ideas into your own listing.*



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and support:**
avma.org/VCC