

ATTRACTING THE RIGHT CANDIDATE



**How-to
guide**

The Importance of Job Postings

Job postings are an integral part of successfully using Rigzone's services to their fullest extent. When searching for top talent to fill your open positions, it is best to combine database searches with posting your jobs to ensure you are reaching candidates through all available avenues.



Over 80%
of candidates think a
company's reputation
matters a lot

Source: *Rigzone Employer
Brand Insights' Survey
May 2016

Attracting great candidates starts with writing a good job posting. The secret is to make your post easy to read, professional, and targeted to the people you want to recruit. Good candidates will often spend only a few seconds scanning the key information of a role before deciding whether to apply, so it's important to make it clear and concise.

First Impressions Count

Job postings are often the first impression potential candidates have of an employer. Therefore, you want to ensure you are positioning your company and jobs in the right light. Think of job postings as an [additional marketing tool](#), to ensure you are attracting the right talent.

 **Tip:** Including your company logo often yields better results.

Set Expectations Early

Job postings give you the opportunity to set expectations toward future employees. It helps limit unqualified candidates on your end, and avoid frustration on the candidate's end. Well composed job postings [set the tone for a successful hire](#).

Attract Top Talent

The oil and gas industry boasts a very [competitive candidate market](#) and entails many highly specialized positions. Job postings give you an outlet to attract and entice top talent to work for your company.

Reach Passive and Hidden Candidates

Rigzone offers its users various features to help meet their job search needs. One such feature is our hidden profiles which allows candidates to search and apply for jobs without employers being able to search their resumes. While the number of hidden profiles is small, posting jobs gives you [more exposure](#) to all types of candidates. In addition, you can reach thousands of non-members who search Rigzone regularly without having a profile with us. With over 2.1 million monthly site visits, we offer you unsurpassed exposure to oil and gas professionals globally.



Today's recruiter must be a marketer, salesperson, career coach, and psychologist all in one."

- Josh Bersin, Principal & Founder of Bersin by Deloitte

What Makes a Job Posting Successful?

Choose an Application Instruction that Best Suits You

Different application avenues all offer distinct benefits, therefore it is important that you choose the method that best suits you. However, for us to serve you best, we suggest you do not include your contact information in the job description. Giving candidates a direct avenue to contact you skews metrics and makes it harder for us to tell you how your job is performing overall. Moreover, it gives disqualified candidates direct access to you, which could lead to more work on your end. Lastly, we have seen candidates experience confusion when provided with more than one application option, which in turn prolongs the application process.

Know Your Audience

Understanding who you are trying to attract with your job posting is key to finding and attracting relevant candidates. For example, if you are looking for an entry-level employee vs. an industry veteran, take cues from what Millennials value (e.g., work-life balance) over what Baby Boomers are looking for (e.g., climbing the corporate ladder). Tailor individual posts to best meet the candidate's needs.

Sell Your Job

In a competitive industry where limited people have specialized skill sets, companies are in direct competition for top talent. Sell your company and jobs by giving candidates reasons to want to work there. **Do you offer sign-on bonuses, per diem packages, hazard pay, company cars or gym memberships?** Be sure to include such great perks which can offer tremendous value to job seekers.

Note:

Proofread your post. Bad spelling and grammar can reduce the number of applications.



Write a Solid Job Description

Keep information to the necessary facts about the role. Make sure the layout is easy to read by using bullet points, white space and subheadings. Avoid uncommon acronyms and company jargon. Paint an entire picture of the job and include information which most interests candidates, **such as:**

- Job Title
- Job Location
- Years of Experience
- Start Date
- Schedule / Rotation
- Day-to-Day Duties
- Direct Manager and Department
- Employment Type (Direct vs. Contractor)
- Skills and Qualifications (Mandatory vs. Preferred)
- Salary (Exact, Range or "Competitive")

Include Keywords

Just as you use keywords daily to search for relevant candidates, they use keywords to find relevant jobs! Be sure to include keywords around the job title, main duties and requirements so that your jobs can be found more easily.

Select the Best Skill Categories

Ensure your job is listed under the best fitting skill categories to maximize exposure. Remember, you can select up to three categories per job!

Use Country Restrictions and Application Forms

Country restrictions and application forms are great tools to screen out irrelevant and unqualified candidates upfront, helping you save time and making your recruiting process more efficient.

Refresh Your Job Post

Refresh your posting once a week to bring it back to the top of candidates' search results.



Expert tip: Have somebody who works in the role write or review your job posting. First-hand experience is invaluable when it comes to understanding what future employees would like to know.



Questions?

Our Customer Success team can always offer excellent additional advice on writing your job postings. Please contact your account manager or email us at support@rigzone.com