

# Employer Guidelines for Handshake

## Want your job post to stand out from the crowd?

Why is it important for your job post to be organized in a certain way? Students are just as selective as professionals with years of work experience, and you want to make sure your job post speaks to their needs and what your company can offer. **You get out of a job post what you put in!**



Outlined below are key headings and suggestions to make your job posting competitive. These sections contain the most valuable information to our student applicants, so providing them in a clean layout will grab their attention and will provide better results for your company.

### Job Description (paragraph & bullet points)

This section will contain a few sentences describing the position. Be sure to include an overview of the essential job functions and how the role fits into the larger company structure. Then add key details in bullet form.

- Provide a summary of essential job functions
- Paint a picture of the daily/weekly expectations of the job
- Be sure to leave yourself wiggle room with an “other duties as required”

### Location Requirements

Clearly indicate whether the position is in-person, remote, or hybrid. Include the specific work location(s) and the expected work modality.

### Compensation & Benefits (bullet points)

- Compensation - including an actual dollar value will make your job much more appealing
- Expected hours
- Any benefits (e.g., health insurance, travel reimbursement, professional development opportunities)

### Categorize your job (bullet points)

- Tell us the type of job you're hiring for by adding job role groups. Up to 3 groups.
- Selecting an accurate job category on Handshake is crucial for employers because it directly increases visibility to relevant candidates, as students often search by specific job roles.
- Handshake automatically adds the appropriate job role group to your job posting based on your job description and title. Modify, keep, or remove if needed.

### Qualifications (bullet points)

- Skills: Listing skills in a Handshake job posting helps the right candidates find your job and makes it easier to get applicants who are a good fit.
- Minimum education requirements **and** preferred education requirements
- Minimum experience **and** preferred experience
- Qualifications and licenses (or the ability to obtain in X amount of time)
- Major Groups: choosing the right major groups for a job posting helps ensure it reaches students with relevant academic backgrounds, leading to more qualified and better-matched applicants

### Tips and Tools

We recommend specifying the majors that you are looking for in the qualifications section. This allows us to market opportunities to the correct student body populations. If you are not sure which majors you want to recruit from, feel free to select larger major categories.

