Job Posting Template

Background

This is your chance to prove to potential candidates that they want—or rather, need—this job and to be involved with your company. Your job posting should highlight your employer brand, culture, mission and vision.

The ultimate goal is to establish your company as a leading employer within your industry and attract the best talent for immediate and future opportunities.

Job postings serve three primary purposes:

- To humanize an organization's brand as an employer.
- To engage job seekers in a temporary, one-way conversation.
- To elicit an emotional response.

Job Posting Outline

Company Brand Story

This section should tell your brand story and explore what it is like to work for your company. Include information about your company culture, what drives your team and the background on why your company was started and where you want the company to go.

Here is the Pivot + Edge Brand story as an example:

If you told a yellow cab company in New York City a decade ago that a small startup would come along and provide a better service, more efficiently and for a fraction of the cost, they probably would have called you crazy.

Just as the concept of Uber once was, Pivot + Edge's fresh hiring model was first questioned by C-levels—but they quickly changed their tune to asking how they ever used anything else.

The taxi industry was due for an overhaul, and we believe the recruitment industry does too. The traditional recruitment industry is decades behind and we pride ourselves on being trailblazers in disrupting the broken system.

Rather than relying on outdated strategies such as headhunting, our team helps companies hire for a fraction of the cost of traditional recruitment companies by utilizing our unique Inside-Out Hiring System— a fractional hiring team and trusted recruiting infrastructure strategy — conscious employer branding and our proprietary software, beap™.

Our daily push for innovation comes from knowing that Pivot + Edge is the next big thing in the recruitment industry and the make-or-break factor for startups also looking to be the next best thing in their industry. So go ahead, call us crazy or just call us to learn why our new way of hiring is destined to become the norm.

What You'll Get By Joining Our Team

This is your chance to shine! Highlight your employer brand in a simple, short and concise manner. Your employee brand pillars should tell candidates what they can expect when working for your company. These should highlight the main themes of your company culture and reflect your company values, mission and vision. If you're not sure where to start there are companies (like Pivot + Edge) who can help you build your employer brand from the ground up!

Example:

You will work alongside champions

You will be a leader among leaders

You will be a constant learner

Perks and Benefits

We recommend keeping this section a short and eye catching list. Now a days, living in a candidate's market your company needs to stand out from the rest and part of what can help you do that is your perks and benefits. As much as we all want people to work for our company just because - we recognize they need to get something out of it too!

This bullet list should highlight the tangible perks of working for the company. Keep in mind, this list should reflect your company culture in a concise way; people will either love or hate what they read!

Example:
- Flexible hours
- Professional development
- Wellness budget
- Remote work options
- Casual dress

What You'll Do

We recommend this section outline the technical aspects of the job, and exactly what the candidate will be required to do in their new role. To avoid any conscious/unconscious bias you should clearly detail, what tangible outcomes (X) the candidate will be expected to deliver, within what time frame (Y) and with which resources (Z).

Example: As a software engineer on our team you will work on laying the foundations of our XYZ product and be responsible for designing and delivering on crucial projects. You will help deliver on core product features and draw on your prior experiences to level up

the team on operations, security and reliability while working on an exciting product and a great technology stack.

You will have the opportunity to work on a modern and exciting stack. *Include full details on your tech stack, the related languages your software engineering team will be using.*

Responsibilities

We recommend this section be a short and concise bulleted list of no more than 5 points. You should outline the key responsibilities of the role that the candidate will be measured against once in the role.

- Design and deliver on multi-week projects for our core product. Collaborate with customers and other stakeholders
- Shape and model excellent software practices for other engineers and team members
- Help guide product architecture and take ownership of significant technical problems
- Collaborate and mentor others.

Requirements

We recommend this section be a bulleted list structured for the individual role and targeted towards the ideal candidate to ensure they have the technical expertise that is relevant to the role and the company as a whole.

- X years of experience with .NET MVC and web-based development
- Experience with ASP.NET MVC, jQuery, Web API, Restful Services, MS SQL Server
- X years of experience with and good knowledge of C, C++, C#, Java, security and database technology
- Experience with automation tools, infrastructure-as-code (Terraform, GitHub actions, etc)
- Degree in Computer Science or related field

Added Bonuses

This is your chance to add any additional experience, skills or education that would be nice to have but are not a deal breaker. We suggest keeping the list short, maximum 5 points.

Example:
- This is section is an opportunity to list any other languages that it would be nice to have

[Employee Highlight]

Include a positive supporting quote from an employee that is close to the role, either a manager or supporting team member

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Stay in The Loop:

We recommend having an opportunity, the form of a sign up form, to build an audience of interested candidates that you can regularly stay in touch with through monthly/bi-monthly newsletters. Pivot + Edge can assist in the set up of your Talent Network to help grow your candidate audience.

[Employment Equity Act Statement]
This section should include the applicable EEOC or your regionally specific employment equity statement.

Ontario Applicable Example: COMPANY NAME is an equal opportunity employer. All qualified applicants are given consideration regardless of race, religion, colour, gender, sex, age, sexual orientation, gender identity, national origin, marital status, citizenship status, disability, veteran status, or any other protected class as provided in applicable employment laws. If you have a disability or special need that requires accommodation, please contact us at destination (at) company url (dot) com [CAREERS EMAIL]