

1.1.2 Job Posting Tips and Tricks

A job posting is NOT a job description or task list. A job posting is the first contact you make with candidates to get them to engage with you.

Get Creative to Attract Talent

Rethink the conventional online job boards. Using different social media platforms, and different styles of social posts can be very effective. What method makes the most sense for your ideal candidate?

Offer meet and greets with current staff, and other fun networking events to allow potential candidates to see what you're all about. This may include:

- Local job fairs
- Career fairs at our local college and university.

Network to connect with local community groups, high schools and colleges, and piggyback on existing events to get in front of ideal candidates.

Things to consider when attracting candidates

- Stick to traditional job titles
- Use different online platforms for job postings
- Consider working with local colleges and university for their career fairs and post jobs on their student career page
- Network with local employment agency for job fairs and using their platform to post jobs
- Consider posting the position on [Job Bank Canada](#)
- Showcase your child care centres culture and value propositions
- Eliminate acronyms and abbreviations
- Avoid jargon, buzzwords, cliches and slang
- Proofread your posts
- Make it mobile and social media friendly
- Be clear about how to apply and application deadlines