

Title

- 1-3 words (or +12 if including salary)
- Contains targeted job keywords
- Uses current industry-standard job titles
- If any industry or technical knowledge is required, it is indicated in the title

Location

- Main office address
- Work environment type (in-office, hybrid, or remote)
- Mentions all available accessibility resources

Responsibilities

- Day-to-day tasks
- Long-term projects
- The direct supervisor and department
- No more than 300 words
- Uses inclusive language
- Balances specific and general information

Qualifications & Benefits

- List of necessary hard, soft, and “nice to have” skills
- Years of experience
- Level of academic achievement or certification
- Bullet point list of employee benefits

About

- Explains the company mission and values
- Highlights diversity, equity, and inclusion initiatives
- Examples of the company culture