Five Things You Can Do to Make Your Job More Appealing to Job Seekers

1. Consider making the posting a Featured Job

A featured job upgrade makes your job more visible to job seekers. It is displayed in a rolling ticker of featured jobs at the top of the list of jobs, and it is flagged as a featured job. Featured jobs get more application traffic than non-featured jobs. You can also become a featured employer, where you can display your logo on the front page of the site, which links job seekers to a detailed profile of your company that can include a video. You'll increase your traffic and build your brand. Visit [http://careers.cfp.net/rates.cfm](http://careers.cfp.net/rates.cfm) for details.

2. Add a logo

In a list of dozens of jobs, a logo makes your job stand out. A logo attracts job seekers to click on your job to learn more. And, it brands your company with the job seeker.

3. Consider adding more detail to your job description

By adding as many details as possible to your job description, you may be able to attract more applications to your position. Consider adding a line or two at the beginning about your mission or core values. For example “we believe in empowering our clients to achieve financial independence, through the utilization of thoughtful and innovative strategies to financial planning” was used in a popular job description. Describe the training that will take place if it is a more entry level position, or if the position has a specific training structure. One large firm described their training program in monthly phases, giving candidates an idea of how they would be spending their time. Be specific about the years of experience required for the position, so you are attracting the very best candidates. Also consider whether you would allow graduates from the CFP Board’s registered programs to be considered as a more experienced candidate, as one firm has done.

4. Consider a title change

Titles mean a lot to candidates, so consider your job title carefully. Does it accurately depict the level of professional you are hiring, and is it somewhat descriptive of the duties of the position? Candidates respond well to titles such as ‘manager’, ‘director’, or ‘vice president’. Creative titles also receive good traffic from job seekers, such as ‘financial coach’ as opposed to ‘financial advisor’. Of course, the title needs to reflect the role, so accuracy is best.

5. Consider discussing salary and benefits

You may be able to entice more candidates by being up front about what they can expect in a starting salary, incentive program, and benefits package. Consider mentioning benefits such as providing relocation expenses, telework, and flexible
schedules if you provide them. In other words, it’s good to list your starting salary, but it’s even better to talk about intangibles. For example, one firm indicated that “the total compensation for the role includes an incentive program and opportunity to participate in the growth of the business.” Another firm indicated that their benefits package “includes but is not limited to: a 401(k) with employer contributions, wellness resources, medical, dental, vision, and life insurance. In addition, we offer a flexible work schedule.”