

# THE ULTIMATE JOB POSTING CHECKLIST



Five primary sections make up a comprehensive job posting. Let's look at each of them:

## Descriptive Headline

- Keep it simple
- Include the job title & non-negotiables
- Use keywords

## Summary of the Clinic

- When the practice was founded
- Where you're based
- Culture and values

## Job Description and Responsibilities

- Generate interest with strong verbs
- Ask leading questions
- Cover requirements of the job

## Skills, Training and Experience

It's essential to include all non-negotiable skills, training, and experience for the role in this section. There's a delicate balance to strike: make the list too long, and you'll intimidate potential candidates. Make the list too short, and you'll encourage unqualified people to apply.

## Benefits

- Why your practice is the ideal place to work
- What differentiates you from other group practices

## Final Check

- Check that the wording of the ad reflects your priorities as a health practice
- [Remove any language that may indicate a hiring bias](#) on the basis of gender, ethnicity, or other differences
- Run a spelling and grammar check
- Get someone to check your ad and suggest improvements