Effective Job Postings for Student Positions

Your unit has determined a need for a part-time position (29 hours or less per week). After careful consultation between the supervisor, director, finance and human resource representative, consensus was to post a job opening for a student position. Per the Hiring Student Employee policy, part-time employment for students should be considered where practical and appropriate. When hiring managers or unit recruiters build the job opening it is important to reflect on each segment (Description Type) of the job posting. Consider how to effectively craft a job posting that will attract and engage the best student candidates. Review each segment and consider questions that address content and engagement.

Note: Prior to creating the job posting, verify the Position reflects a status of “approved” and the detailed position description has been updated.

BUILD THE JOB POSTING SECTION BY SECTION

<table>
<thead>
<tr>
<th>Description Type</th>
<th>Definition</th>
<th>Considerations – Crafting the Job Opening</th>
</tr>
</thead>
</table>
| **Qualifications** | Describe the minimum level of qualifications needed for an individual to perform the essential functions of the position. | ☐ Did you indicate the minimum enrollment credits required? (e.g., 6 credits per semester)  
☐ Did you capture required licensure if applicable? (e.g., driver’s license)  
☐ Did you describe any measurable and job-related experience is required? (e.g., experience with landscaping)  
☐ What traits are you looking for in an employee? (e.g., analytical, dependable, personable)  
☐ Is work study required for the position?  
☐ Do the listed qualifications cast a broad net for a variety of student applicants or do they severely limit applicants thereby being non-inclusive? (e.g., “must speak concise English” or “must lift 50 lbs.”)  
☐ Was the detailed position description in Position Management updated to reflect the latest job description? |
| **About the Job** | Describe the job responsibilities and duties. | ☐ Is the job title meaningful and understandable? (e.g., Social Media Marketer)  
☐ Are the words used simple, genuine, and authentic?  
☐ Was a compelling story told about the daily activity related to the job?  
☐ Were call to action phrases used? (e.g., “Join our team.”)  
☐ Does the candidate understand what success looks like on the job?  
☐ Were the perks of the position included? (e.g., flexible hours, gaining research experience)  
☐ Have you addressed WIIFM (What’s In It for Me?) for the student?  
☐ Does it address the schedule for the position?  
☐ Did you describe the physical work environment? (e.g., cubical, open workspaces, outdoors)  
☐ Did you include the starting hourly pay rate(s)? (e.g., $9.50 per hour starting wage) |
## Effective Job Postings for Student Positions (cont.)

<table>
<thead>
<tr>
<th>Description Type</th>
<th>Definition</th>
<th>Considerations – Crafting the Job Opening</th>
</tr>
</thead>
<tbody>
<tr>
<td>About the Department</td>
<td>Describe the department.</td>
<td>❑ Did you describe the culture within your department or college? (e.g., transparent, results-driven, fun, team-based, empathetic, value camaraderie, high energy, fast paced)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>❑ Have you engaged and shared rich media? (e.g., links to videos, websites, graphic images)</td>
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<tr>
<td></td>
<td></td>
<td>❑ Did you include relevant social media? (e.g., Twitter, Facebook)</td>
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<td></td>
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<td>❑ Did you include the name of the department and the name of the college?</td>
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<tr>
<td></td>
<td></td>
<td>❑ Did you include benefits of working at the University? (e.g., Discounts, UPerks, Student Focused)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How to Apply</th>
<th>Instructions on how to apply for the position.</th>
<th>❑ Leave standard language from template for consistency.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diversity</td>
<td>Describes the University commitment to diversity.</td>
<td>❑ Leave standard language from template for consistency.</td>
</tr>
<tr>
<td>Background Check</td>
<td>Describes the University standard language about background checks.</td>
<td>❑ Leave standard language from template for consistency.</td>
</tr>
<tr>
<td>Information</td>
<td></td>
<td></td>
</tr>
<tr>
<td>About the U of M</td>
<td>Describes information about the specific campus of the University of Minnesota.</td>
<td>❑ Leave standard language from template for consistency.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>❑ Did you provide the University approved logo to visually engage the candidate?</td>
</tr>
</tbody>
</table>

### VIEW THE JOB POSTING PRIOR TO POSTING

After building the job opening, preview the job opening prior to posting. Ask the following questions while reviewing the job posting:

- Is the job posting pleasing to my target audience?
- Does this job posting attract the kind of candidate I’m looking for?
- What does this job posting convey about the culture of my department?
- Have I explained why this is an opportunity for the candidate?
- Is the job posting 700 words or less?
- What would the student find appealing about this job posting?
- What would the student find unappealing about this job posting?
- Have all eight sections of the job posting been completed?
- Is my job posting “YELLING AT THE CANDIDATES BECAUSE I’M USING ALL CAPS”?
- Are there any typos in my job posting?
- Are there interactive links to webpages or videos in the job posting?
- Have I used jargon or acronyms that an applicant won’t understand?
- Are the font style and size consistent within each section?

Review the next page for an example of a Student Position Job Opening.
EXAMPLE JOB POSTING FOR STUDENT POSITION

Qualifications

Required Qualifications: (Must have work-study funds)
- Must be enrolled in and attending classes at the University of Minnesota.
- Basic Microsoft programs, working knowledge of basic office systems (filing, word processing, etc.), good penmanship, ability to maintain confidentiality, attention to detail, accuracy.
- Customer Service experience (retail, restaurant, office, etc.).

Preferred Qualifications:
- Superb communication skills, including writing, phone, language skills; ability to work independently on small projects, patience with mundane office tasks such as filing. Excel, Photoshop.
- Working in an office where confidential information is shared.
- Organizing and compiling data and information.
- Experience with patients or medical information, appointments, or similar.

About the Job

This position will provide general office, administrative, and area support for the Graduate Prosthodontics area and other areas in the Department of Restorative Sciences. Main tasks will include answering phone calls and receiving and taking messages for faculty or others, communicating those messages to faculty or others and following up as needed. Filing, typing, Word and Excel projects, document creation and communication, and other general tasks. May set up meetings and interviews on behalf of the Division and/or Program as needed. May confirm, cancel, or change patient appointments as needed and answer patient questions and concerns. May contact patients with appointment confirmation or follow up, create patient packets, answer messages from patients, and similar duties. Other duties as assigned.

About the Department

- To learn more about the Department of Restorative Sciences visit our webpage: http://www.dentistry.umn.edu/about/faculty-staff-directory/department-restorative-sciences
- To learn more about the Graduate Prosthodontics program visit our webpage: http://www.dentistry.umn.edu/degrees-programs/advanced-education-programs/prosthodontics

How to Apply

Student positions are a form of financial support while pursuing an education at the University of Minnesota. Applications must be submitted online. To be considered for this position, please click the Apply button and follow the instructions. You will have the opportunity to complete an online application for the position and attach a cover letter and resume. Additional documents may be attached after application by accessing your “My Activities” page and uploading documents there. To request an accommodation during the application process, please email employ@umn.edu or call (612) 624-UOHR (8647).

Diversity

The University recognizes and values the importance of diversity and inclusion in enriching the employment experience of its employees and in supporting the academic mission. The University is committed to attracting and retaining employees with varying identities and backgrounds. The University of Minnesota provides equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression. To learn more about diversity at the U: http://diversity.umn.edu.

Background Check Information

Any offer of employment is contingent upon the successful completion of a background check. Our presumption is that prospective employees are eligible to work here. Criminal convictions do not automatically disqualify finalists from employment.

About the U of M

The University of Minnesota, Twin Cities (UMTC), is among the largest public research universities in the country, offering undergraduate, graduate, and professional students a multitude of opportunities for study and research. Located at the heart of one of the nation’s most vibrant, diverse metropolitan communities, students on the campuses in Minneapolis and St. Paul benefit from extensive partnership with world-renowned health centers, international corporations, governmental agencies, and arts, nonprofit, and public service organizations.