INCREASING THE QUALITY OF EMPLOYER MATCHES – DESK AID

Overview: Quality matches are produced by quality postings and quality postings are packed with details. A well-written, detailed job posting in WorkInTexas.com not only attracts potential candidates but allows effective self-screening by job seekers.

CREATING A QUALITY JOB POSTING

It is important for job postings to be detailed and provide clear and easy-to-understand information. When creating a posting, keep the following in mind:

- **Job Title**: Use one that accurately describes the job but is traditional and easy to find by browsing.
- **Competitive Compensation**: Enter minimum and maximum pay and use the *Additional Details* page to include pay, benefit, and workweek details. Salary and benefits packages help attract highly qualified candidates.
- **Workweek, Shift, Duration**: Accurately describe the position.
- **Occupations**: Select occupations that most closely describe the job. Indicate required experience and education. Use *Matching Options* when experience will be accepted in lieu of education.
- **Occupational Skills**: Further describe the position and clearly communicate the skills required.
- **Job Description**: Use lists or short paragraphs and ensure the description is complete, accurate, understandable, and describes a current employment opportunity. Include pre-employment requirements and explain working conditions. Use only commonly understood abbreviations. Provide enough information to allow effective self-screening by the job seeker. Information about the company is helpful.
- **Contact Instructions**: In the *Contact Instructions* textbox, provide clear and detailed instructions on how to apply for the position.
- **Additional Information**: Indicate supervisory experience, driver's license, and languages spoken if they are required for the job.
- **Computer Skills**: Designate all pertinent *Computer Skills* required. Include specific software or programming languages.
- **Custom Questions**: Use *Custom Questions* to obtain additional information from a job seeker. *Custom Questions* can help with the selection process when used as a prescreening tool.
- **Review, Review, Review!**: Look at the completed posting through the eyes of a job seeker. Ensure it is clear and easy to understand.

IMPROVING JOB MATCH RESULTS

Running a job match produces a ranked list of potential job contacts. However, those job seekers may or may not be qualified for the position. If the match doesn't produce the quality and quantity of matches desired, the following are ways to improve the match results.

- **Adjust the Posting**: Manually review each component of the posting or let the *Job Match Advisor* automatically analyze the job posting and create suggestions for improving the match, such as adding or removing additional occupations and/or matching options; providing, raising, or lowering the salary or salary range; loosening or tightening the matching restrictions; or adding keywords.
- **Job Seeker Browse**: Whether by keyword text or by occupation and location, browsing can be an effective tool in identifying qualified candidates who may not have shown up in the match results. It can identify commonly used occupation names, salary expectations, location preferences, and available skill sets. Contact can be made with qualified job seekers identified through browsing as long as the employer has an open job posting.
- **Research Other Postings or Occupations**: Take a look at similar postings for ideas on job description content, pay, other matching items, and contact instructions. Make sure the offered pay is reasonable and competitive for the occupation and location. Determine if the correct occupation has been selected for the posting. Expand the match by adding related occupations.
- **Labor Market Availability**: Look at the statistics. Determine if a labor pool exists for the recruitment area or if qualified candidates can be recruited from adjacent areas.

References:
- WD Letter 26-07 http://www.twc.state.tx.us/boards/wdletters/letters/26-07.pdf
- Employment Service: A Comprehensive Guide http://intra.twc.state.tx.us/intranet/train/docs/resource_es_guide.pdf, A-200.1.1.1
- WorkInTexas.com Site Help
- WorkInTexas.com Bulletin "Tips for a Good Job Posting"
- TA Bulletin 194, Attachment 2