

# OPTIMIZING YOUR POSTINGS WITH THESE CAREER TRACK TIPS

## 1. COULD YOUR JOB DESCRIPTION BE STRONGER?

- Ensure you have provided enough detail about the role. What would an average day look like? What are the non-negotiable qualifications?
- Have you included reasons why applicants would want to work for your organization? Draw BCIT students and alumni in by describing how AMAZING it is to work there! Encourage students to apply for your opportunities! Why do you want BCIT students and alumni? What does a good 'fit' look like at your organization?

## 2. WHO IS YOUR TARGET AUDIENCE?

- Remember that Career Track is an online job portal for students and alumni. Many of our students and recent graduates are new to the work force in their specific industries and therefore might not have a lot of experience.

## 3. WHEN ARE YOU HIRING?

- Remember that BCIT students are students. Therefore, they are very busy with conflicting deadlines for their classes, extra-curricular activities and volunteerism. Give your job posting ample time for BCIT students and alumni to apply. Take into consideration mid-term and final exams season.

## 4. POST THE WAGE OR SALARY RANGE!

- By posting the salary range of your employment opportunity, it could encourage BCIT students and alumni to apply. Give them an incentive to apply!

## 5. COMPLETE YOUR EMPLOYER PROFILE – TELL US ALL ABOUT YOU!

- Make sure you have added your organization's logo and described the culture of your organization. Don't forget to add your website so applicants can be quickly linked to more information!

## 6. STILL UNSATISFIED WITH THE NUMBER OF APPLICANTS?

- BCITSA Career Services can provide many employer services such as employer info sessions, networking events and industry days. Find more information here: <http://www.bcitsa.ca/careers/employers/>
- Contact us directly by email or phone for more information on how we can assist you with your HR needs. All of our contact details can be found here: <http://www.bcitsa.ca/careers/about-us/>