



Checklist for Crafting a Job Posting

JOB TITLE	<ul style="list-style-type: none"><input type="checkbox"/> Clear, concise description of the position<input type="checkbox"/> Consider terms such as “home energy professional” instead of “weatherization”
HEADLINE	<ul style="list-style-type: none"><input type="checkbox"/> Start with an engaging, clear, and concise statement describing the role and what you are looking for<input type="checkbox"/> 1–2 sentences max
ORGANIZATIONAL OVERVIEW	<ul style="list-style-type: none"><input type="checkbox"/> Describe your organization’s mission, values, and some history<input type="checkbox"/> One paragraph max
ROLES & RESPONSIBILITIES	<ul style="list-style-type: none"><input type="checkbox"/> Start with the most relevant responsibilities at the top<input type="checkbox"/> Keep the list concise and items/terminology general<input type="checkbox"/> List in bullet form
KNOWLEDGE, SKILLS, AND COMPETENCIES	<ul style="list-style-type: none"><input type="checkbox"/> Include at least one item from each category (knowledge, skill, competency)<input type="checkbox"/> Emphasize knowledge, skills, and competencies over education and experience
EDUCATION & EXPERIENCE	<ul style="list-style-type: none"><input type="checkbox"/> Differentiate between what is required and what may be preferred<input type="checkbox"/> Include relevant transferable experience where appropriate<input type="checkbox"/> Clarify what training is provided by the agency versus required before hire
SALARY & BENEFITS	<ul style="list-style-type: none"><input type="checkbox"/> List compensation range (hourly or salaried) and pay schedule<input type="checkbox"/> State if/how applicants’ experience may impact compensation<input type="checkbox"/> Describe formal benefits offered<input type="checkbox"/> Highlight paid training and certifications available to staff<input type="checkbox"/> List any other “perks” that are unique to your organization or location
WORK HOURS & SETTING	<ul style="list-style-type: none"><input type="checkbox"/> Describe any flexibility allowed<input type="checkbox"/> Describe the general day-to-day work environment<input type="checkbox"/> List any travel that may be required, and what is provided by your organization<input type="checkbox"/> Describe the team with which this person will be working<input type="checkbox"/> Be transparent about what the position requires
NEXT STEPS	<ul style="list-style-type: none"><input type="checkbox"/> Clearly describe application instructions and list all items required<input type="checkbox"/> Outline what applicants can expect about the hiring process and timeline<input type="checkbox"/> Encourage people to reach out with questions (and provide contact info)
PROMOTING DIVERSITY, EQUITY, INCLUSION, AND ACCESSIBILITY	<ul style="list-style-type: none"><input type="checkbox"/> Include an equal opportunity and diversity statement<input type="checkbox"/> Avoid using acronyms or industry jargon<input type="checkbox"/> Use gender-neutral terms<input type="checkbox"/> Avoid using terms that imply you are looking for someone from a particular background or community<input type="checkbox"/> Avoid language or policies that could exclude members of certain religious groups<input type="checkbox"/> Avoid detailed requirements about physical strength or ability