



# Effective Job Postings



Center for Career Development  
**SUNY BROOME**

A successful student employee begins with a well-written job posting! This ensures your expectations are clear and your student understands what their role is within your office. It can also help to communicate transferable skills your student will develop within their role.

## The Anatomy of an Effective Job Posting

(McClellan, Creager & Savoca, 2018)

### Position Title

It is important to ensure that in creating the job title, you are not infringing on any other staff positions. In any role, your student will be a "Student Assistant," however, you can specify what type. For example, a student working at the front desk of the library may be a "Library Student Assistant."

### Job Responsibilities

Similarly to titles, it is important to ensure your student assistant job responsibilities do not take away from a staff members roles and responsibilities. Consider what the student will be working on and what their core responsibilities will be- who will they be interacting with? Will they be working on any specific projects or communicating in a specific way- such as social media posts, over the phone, or via email?

### Skill Development

Including transferable skills students will develop within the role will demonstrate to them that you value their development and the role will support them in their career readiness- what types of skills will they utilize and develop? What could they talk about in an interview or put on their resume?

### Qualifications and Requirements

*Job Type:* Is the position Federal Work Study?

*Education Qualifiers:* Are you looking for students from a certain major, or with a certain GPA?

*Experience:* Are you looking for a student who already has experience?

*Physical:* Are there any physical requirements you need to list? (Such as being able to lift 50+ pounds)

### Application Materials and Submission Instructions

This is where you list what materials you would like: Resume? Cover Letter? Class Schedule? As well as the manner of submission: For example, apply via Purple Briefcase

## EFFECTIVE JOB POSTING EXAMPLE

### Library Student Assistant

**Job Responsibilities:** Library Student Assistants will be responsible for assisting in the creation of a positive first impression and welcoming environment. They will support staff with answering student questions, referring to appropriate resources, answering phone calls professionally as necessary, and responding to office emails.

**Skill Development:** Students will gain experience improving their professional communication skills, working with others, providing above and beyond service in a resume worthy professional role on-campus

#### Qualifications:

- Federal Work Study (FWS) or Non-FWS can apply
- Availability to work 3-5 hours per week between the hours of 8:30am-5pm
- Open to all majors
- Previous experience within customer service preferred but not necessary

**Application Instructions:** Please submit a resume and cover letter through Purple Briefcase for consideration for this position

## IN-EFFECTIVE JOB POSTING EXAMPLE

### Student Assistant

**Job Responsibilities:** Greeting students, answering phones, filing paperwork, cleaning office

#### Qualifications:

- Federal Work Study (FWS) or Non-FWS can apply
- Previous experience preferred
- 3-5 hours per week

**Apply Online or via email at [email@sunybroome.edu](mailto:email@sunybroome.edu)**



An effective job posting will help prevent issues later on- including role confusion, scheduling, and hiring a more competitive candidate!