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NewsRelease

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MOST JOB POSTINGS FAIL TO INSPIRE Many Good Opportunities Are Ignored, Says MRINetwork

Philadelphia -- At a time when the Labor Department is citing a drop in new job creation, some employers are complaining that their job postings – for good, well-paying positions – are not attracting the kind of candidates they're hoping to find. According to **MRINetwork**, one of the world's largest search and recruitment organizations, that situation may have more to do with the posting than with the job.

"Job postings have to do more than describe responsibilities and list requirements," says Michael Jalbert, President of **MRINetwork**. "Even if they don't consciously think about it, most companies are hoping to attract the passive candidate – the person who has a job and is not actively seeking to change, the person who is already filling the position for some other company. In order to get that person's attention, the job posting has to inspire."

Jalbert offers some advice on how to create the kind of job posting that will trigger the response the employer wants:

- **Promote your opportunity.** Before talking about duties or qualifications, make sure you make a point of the job's selling points. "We all seek similar qualities in our work," says Jalbert. "We want to make a decent living, to create and achieve something, to earn respect, and to contribute. Most of us also want to learn from our work and to build relationships. The qualities a job offers are its selling points."

Let people know that they'll be joining a great team, Jalbert advises. And of course, stress the strong salary and the benefits. "Don't even bother with the job posting if your opportunity does not measure up to what your competitors are offering. Employees today have many tools at their disposal to determine what they're worth, and the good ones won't sell themselves short."

- **Highlight the strengths of your organization.** Everyone wants to work for a great company. "Candidates like organizations that have had a great year, that are strong in their industry, and that have the ability to change and evolve with market conditions," says Jalbert. "Your posting should make note of your company's organizational growth, its track record, its financial stability and its organizational culture – assuming it's one that fosters professional and personal development."
- **Make it brief.** "While the trend is to post full announcements with lengthy lists of qualifications and responsibilities, there's no surer way to turn away passive candidates than a posting that goes on and on," says Jalbert. If you feel that it's absolutely necessary include a complete list of duties or required skills and experience, create a pop-up box linked into the job announcement.

About MRINetwork:

Management Recruiters International, Inc., branded as **MRINetwork** (www.mrinetwork.com), is a subsidiary of CDI (NYSE:CDI), a global provider of engineering & information technology outsourcing solutions and professional staffing (www.cdicorp.com). **MRINetwork** has nearly 1,000 offices in over 35 countries.

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