

# FOR EMPLOYERS



## WRITING A JOB POSTING

1. Make it enticing by using an attention-grabbing headline or introduction.
2. Briefly describe the work—do not list all the job duties, just the general scope of the work.
3. Describe the skill requirements but include only the “must have skills”. If you can teach some of the skills that are needed, it will increase the number of quality applicants you receive. Also, the skills then become a ‘job benefit’ (free training) rather than a pre-employment requirement.
4. Describe your work environment and why an employee would want to work in that environment. For example, flexible work hours, interesting and/or challenging work, clean work environment, and supportive workplace.
5. Describe company benefits and perks such as free training, outstanding benefits package, tuition and/or continuing education reimbursement, and anything that distinguishes you from the competition and helps you attract the best applicants.

Below are two examples of job-opening ads. Each ad is written in two versions: the first is an example of an ad appropriate for listing on the internet. The same ad is then abbreviated for use somewhere else.

### Example #1

#### **Earn while you learn! Growing Eyecare Profession – Training Provided**

We will provide on-the-job training so you can join our growing profession as an **(Fill in the Job Title)**. You will assist the ophthalmologist by performing patient medical history taking, pre-exam testing and caring for the ophthalmic instruments and equipment.

Excellent interpersonal and communication skills are desired, plus a desire to combine on-the-job training with an independent study course to enable you to assist the physician and care for our patients.

No weekends! Competitive salary and excellent benefit package which includes employer- paid health and life insurance, flex plan, continuing education fund, paid-time-off, paid holidays and employer-paid pension, and profit-sharing plan.

Our clinic is located on the bus line or free parking is provided for employees. To apply for this rewarding and stimulating career opportunity, contact \_\_\_\_\_.

We are an Equal Opportunity Employer.

#### **Abbreviated version:**

**Earn while you learn!** On-the-job training provided in growing eyecare profession as an ophthalmic assistant. Excellent interpersonal and communication skills desired. Competitive salary and benefits. Contact \_\_\_\_\_. EOE

## Example #2

### Ophthalmic Medical Technician – Part-Time Hours

Our clinic is growing, and we are looking to add qualified and compassionate professionals to our outstanding staff. The successful candidate will have a minimum of one-year experience in ophthalmic assisting, preference given to applicants who hold the Certified Ophthalmic Assistant (COA) credential or higher, and possess strong communication skills.

Responsibilities include assisting physicians with ophthalmic surgeries, performing prescreening exams and advanced screening tests, administering medications and immunizations, coordinating procedure and surgical schedules, providing staff training and patient education, maintaining surgical and general supplies and assisting with maintaining an effective and efficient office practice.

Our suburban clinic is a state-of-the-art facility with a pleasant working environment. Part-time employee benefits include competitive pay, pro-rated health insurance, continuing education tuition assistance and paid vacation.

Join our eyecare team! Please send your resume to \_\_\_\_\_.

We are an Equal Opportunity Employer.

***Abbreviated version:***

**Ophthalmic Medical Technician Needed for Part-Time Hours**

Expanding clinic needs compassionate professional in state-of-the-art facility. Minimum of one-year experience in ophthalmic assisting, COA credential or higher is preferred. Strong communication skills required. Competitive salary and part-time benefits. Contact \_\_\_\_\_. EOE