How to Create Your Job Ad and Application Process

The purpose of this document is to help create your job ad and prepare the application process. When your job opportunity is in a format similar to the one below, we can easily get it live on our site and attract candidates who are the best fit for the role.

Here are some example job ads based on the template below
- [Testimonial Hero | Account Manager / Right Hand to the Founder](#)
- [Operations Manager | NewCo](#)
- [Performance Foundry | SEO Consultant](#)
- [Marketing Operations Project Manager | SuperFat](#)

Please fill in the template by answering the questions to help create your job ad for Dynamite Jobs. It's best to prepare this as a Google Doc for us to easily add to the site. When it's complete, please send it our way!

Job Ad Template and Questions:

Job Title:	
Company:	
Location Reqs:	
Citizen Reqs:	
Language Reqs?	
PT or FT:	
Salary:	
Benefits/Perks:	

Logo:

Do you have any pictures of the team or your service or product? We highly recommend including those!

Intro Video Link:

[How to make a video for your Job Description](#)

Summary

Summary of the position, its requirements, what the role might become and what the company does. (Full-time/part-time, the pay, the location, who you are looking for, the type of company, the opportunity).

About Us/Who We Are

<u>Link to the company site</u>.
What does your company do and what markets do you serve?
Who are your clients?
How big is your team and where are most people located?
Why is it great working for your company? What's the culture like?
When is your team usually working? Are there certain hours?
What makes your team members work so well together?
Why is your company hiring?
If the founder is hiring: Why did you start this company? What are the company's plans?

Insert: Photos of your service or product or a banner image on the website.

About the Role

Why was this opportunity created? Start date?
Why is this job important?
Who will they be working with? Reporting to?
Will the new hire be trained in any specific areas? Why is this training important to your company?
What tools does the team use? How do you communicate?
What will the candidate be responsible for?
What is the training period like? (start part-time go full-time?)

Day to Day
What does a typical day look like?
What will they be working on?
Software or tools they'll be using?

Long Term
What projects will they be working on?
Any big company initiatives they'll be assisting in?
What will the role become or turn into?
What are the biggest growth opportunities that you see for someone in the role?

Who You Are

Who is your ideal candidate? Who are you looking for that will fit in well with the company and the team? What kind of personality would work best? What are they passionate about?

Requirements:
What skills must they have?
What else must they know what to do?
Tools they need to know how to use?
What are some 'nice-to-have' skills?
What are the 3-4 most important skills?
Years of experience you're expecting in any certain areas?
Do they need any industry experience?

Any location 'must-haves' ie time zones, availability, etc??
Travel required?
Any citizenship requirements?
Language skills? How will they be communicating (writing, calls, customer interactions)? Why is it important to have that aspect of a language for your company?

What's in it for you?

Pay?
Benefits perks?
Growth potential (re-list it here)?
Company retreat?
Product discounts?

Come work with us!

Insert: Photos of the team

Application Process

Questions:
- What will the application process look like?
- How will you be gathering applications? (ATS, Airtable, should the candidates email you?)
- What questions are essential for the initial screening?
- What does round 2 and round 3 look like?

Here is our *Standard Application*:
Part 1: Application Screening
The application form will ask for:
- Name
- Email
- Linkedin
- Resume
- Cover letter (asking specifics on how their skills can help the company)
- Optional video intro
- Location
- Salary Expectations

If there are very important things to screen for in the first round, then you can add questions related to those or ask the candidate to elaborate on those things in their cover letter.

The application form is prepared with Airtable where we gather the applications in a table for review.

The applications will be screened on the followed parameters:
- Top skills and experience required
- Passion and completeness of the application

Part 2: Interviews or ask for video intros