

How to Write a Job Post That Actually Attracts Top Talent

We've seen it too many times: a job post that reads like a legal document. Bullet points. Buzzwords. Boredom. It goes like this: **Responsibilities. Requirements. Apply here.** Such a job post does not reflect your company values, and it does not help you attract great candidates.

But here's the truth: **Top talent doesn't get excited by checklists.** They want to know what they're joining. Who they'll work with. Why it matters.

But most job posts?
They don't inspire.
They don't connect.

And they certainly don't attract top-tier talent.

So what happens?
The best candidates scroll right past you and apply somewhere else.

The good news is that you don't need to be a marketing genius to write a great job post. You just need the right format and be intentional about it.

So if your job post feels like a formality, here's how to turn it into your best recruiting tool.

✅ **Let's quickly compare the Old Way vs. the Best New Way to write a job post.**

❌ **The Old (Generic) Way:**

- Job Title
- Company Overview
- Responsibilities
- Qualifications
- Apply Here

Sure, it checks the boxes. But it's lifeless. It could be a ghost job. And most of all, it doesn't sell the opportunity.

✅ **The Best New Way (That Works):**

- **Compelling Job Title** (make it human, not corporate). Show them what they'll do and why it matters. Here is an example. Instead of saying ❌ *"Writer Needed,"* you can say this ✅ *"Writer for Our Pet Blog with 50,000 Monthly Aussie Readers."* The difference is that the first one introduces the job, but the second one does not only introduce the job, it tells them the mission.
- **Authentic Company Overview** (Tell the candidate what your company does, and why?)
- **Key Responsibilities** (Explain to them what they will be doing.)
- **Required Qualifications** (Include "nice to haves" to show flexibility)
- **Salary Range** (transparency builds trust)
- **Why You Should Work With Us** (this is your pitch section to sell your brand)
- **Explain Your Company Values** (and what working in the company looks like)
- **How You Treat Candidates.** (Here is how you can demonstrate this in your job post. You can tell them something like *"We reply to every application,"* or *"We respect your time,"* or *"You Deserve a Great Experience — Here's Ours."*)
- **What Employees Say About Working Here** (And if possible, you can provide a link to real Glassdoor reviews)
- **Video from the Hiring Manager or CEO** (like add a Loom or YouTube —It gives your job post a personal touch and helps you stand out.)

As you can see, the new way doesn't just check boxes like the old way—it connects. It speaks directly to the kind of people you actually want to hire: thoughtful, mission-driven, and selective. **Job seekers want real companies, real leaders, and real missions. Show them what your company is all about, and they will apply—because if your post doesn't inspire them, someone else's will.**

After your job post draws in candidates, let WorkScreen.io take it from there—our platform automatically evaluates candidates, scores, and ranks them on a performance-based leaderboard—making it easy for you to spot top talent, save time, and make smarter, data-driven hiring decisions.

✨ Now that you understand the old way and the best new way to write a job description, we are going to look at Real Job Post Examples. We will show you two job descriptions that are really good and one that is really average.

✅ Good job post: Example 1

📌 **Job Title: Office & Project Admin Coordinator needed for Silver Leaf Construction (West Point, Mississippi)**

 Full-Time | In-Person | \$18–\$23/hr (Based on Experience)

 Schedule: Mon–Fri | 7AM–3PM

[Here](#) is a quick word from our hiring manager.

Who we are

Silver Leaf Construction is a family-owned asphalt and concrete company with over 25 years of experience in West Point, Mississippi. We're known for quality work, honest service, and a team that treats every job like it matters. We want to hire an Office & Project Admin Coordinator to keep our operations organized and support our team.

Our company culture

Our team culture is centered around collaboration, meticulous attention to detail, and a commitment to delivering high-quality projects. We value teamwork and precision in every project undertaken.

What we look for

- 1+ year office/admin experience (construction preferred)
 - Tech-savvy and quick to learn tools
 - Organized, proactive, and professional with all teams
 - High school diploma (preferred)
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What you will be doing

You'll be the go-to person who keeps our office and projects running smoothly. From answering calls and scheduling jobs to updating customers, you'll help everything stay on track. You'll handle invoicing, support payroll, manage daily paperwork, and keep our systems organized. You'll also work closely with the field team, coordinating permits, files, and project details, so they can focus on getting the job done right.

Our Hiring Process

We know that applying for a job takes time and energy, and we don't take that lightly. That is why we review every application we receive carefully and respond within two weeks.

If you're shortlisted, we'll invite you for an interview so we can get to know you better and give you a chance to ask us questions too. No matter the outcome, we believe every applicant deserves clarity, so we make sure to notify everyone once a decision is made. For final candidates, we'll carry out standard background and reference checks before moving forward.

Why This Role Is Worth Your Time

At Silver Leaf, you won't just be another employee — you'll be a key player in a tight-knit team that actually depends on each other. We treat our people like partners because we know great work happens when everyone feels seen, supported, and trusted.

You'll get real benefits that matter — health and dental insurance kick in after 90 days, and we offer paid time off (up to 40 hours a year) so you can take a breather when you need it. We move fast, communicate clearly, and value people who take ownership of their role.

We promote from within and make room for growth. Most of all, you'll be joining a company that truly values the people behind the work, where effort is noticed, consistency is rewarded, and respect is part of the culture.

How to Apply

We care about making the hiring process fair, respectful, and efficient for everyone. That's why we use Workscreen, a hiring platform that helps us evaluate applicants based on skills, not just resumes. To apply, just follow this link:

https://app.workscreen.io/apply/office_&_1744391433159. You'll go through a straightforward evaluation designed to help us understand your strengths and give you a fair shot.

We're excited to learn more about you, and we'll keep you updated at every step.

Why This Job Post Is Good:

- **The job title is clear and specific.**

It doesn't just say "Admin Coordinator"—it specifies the role ("Office & Project Admin"),

the company ("Silver Leaf Construction"), and the location ("West Point, Mississippi"). This signals who it's for and *why it matters*. Instead of a vague title, it speaks directly to the kind of candidate you want. This instantly increases relevance and attracts the right applicants.

- **The introduction tells a story, not just facts.**

Instead of opening with a dry company summary, it introduces the company's mission, its 25-year local legacy, and why this role matters within the team. It helps the applicant understand the "why" behind the role—*not just what they'll do, but why it counts*. This adds emotional weight, gives context, and makes the post feel more personal and inviting — which is exactly what top applicants respond to.

- **You're transparent about compensation.**

Including the hourly range builds trust, sets expectations, and attracts serious applicants. Applicants appreciate clarity and transparency is key if you want to attract serious, high-quality candidates.

- **Culture and values are clearly highlighted.**

The section on team culture emphasizes collaboration, respect, and precision—all traits that matter to candidates. It helps them assess whether they'd fit in.

- **You show how the role contributes to the company.**

The responsibilities are described in a way that shows impact. It's not just "do admin work"—it's "keep our office and projects running smoothly," which gives purpose to each task.

- **The hiring process is human and respectful.**

You reassure applicants that every application will be reviewed, and everyone will hear back. That alone sets your job post apart in a world where most people apply and never hear anything again.

- **It includes a Loom video for a personal touch.**

A video makes your post more relatable since people appreciate seeing faces behind brands, not just words on a site.

- **It explains why the job is worth their time.**

The "Why This Role Is Worth Your Time" section is your pitch—and it's strong. It describes benefits, culture, ownership, and growth opportunities in plain, motivating

language.

- **It shows you care about candidate experience.**

By using Workscreen, you demonstrate you've thought about fairness and efficiency in hiring. The process is modern, skill-based, and transparent, giving candidates a smoother experience from the start.

Here is another variation of a good job post, but now this company is flexible with the requirements in that they are hiring for potential, passion, and drive. They are open to hiring someone without experience. This is a good job description because someone without experience can learn on the job. Here is the job post.

 Good Job post: Example 2

 Early Childhood Assistant needed for the Phoenix Day Program at A New Leaf

Location: Phoenix, AZ

Schedule: Mon–Fri, 9:30 AM – 6:00 PM

Pay: \$14.70/hour- \$25.00/hour | Type: Full-Time

 Join Our Mission: Early Childhood Assistant at A New Leaf

Are you passionate about making a difference in the lives of young children? Do you want a role where your energy, compassion, and dedication truly matter? If so, we have the perfect opportunity for you.

About Us

At A New Leaf, we've been transforming lives since 1971. Our Phoenix Day Program is a beacon of hope, providing young children with the educational foundation they need to thrive. We're more than just a team; we're a family committed to nurturing growth, fostering learning, and building brighter futures. And now, we're looking for a caring, energetic assistant to join us in making a lasting impact on the lives of young children.

 Our Culture

At A New Leaf, we're more than just colleagues—we're a collaborative and mission-driven

family. Our core values—compassion, integrity, accountability, and a passion for results—guide everything we do.

We believe in creating a supportive and inclusive environment where every team member feels valued and empowered. Here, your voice matters, your contributions are recognized, and your growth is nurtured. If you thrive in a supportive, purpose-led environment, you'll feel right at home.

What We're Looking For

- High School Diploma
- Ability to attend a full-time orientation
- Valid driver's license, reliable transportation, and clean driving record

Bonus if you have:

- Experience working with young children
- Familiarity with early childhood standards like Quality First

✨ ***These are "nice to have," not must-haves.***

If you're passionate about working with kids, we encourage you to apply—even if you don't meet every requirement. We value potential, passion, and drive.

What You will be doing

- Support classroom learning and daily routines.
- Supervise and ensure the safety of children.
- Communicate with parents and support family engagement.
- Prepare reports and attend training.

Everything you do helps create a safe, enriching environment where every child feels seen and supported.

Our hiring process

We respect your time and effort. That's why we review every application and aim to respond within 1–2 weeks. Our interviews are conducted remotely—no need to travel. For selected candidates, we offer a paid 2–3 week trial (minimum 10 hours/week) to ensure the opportunity is a great fit for you and that you're a great fit for us.

Why Join A New Leaf?

At A New Leaf, we believe in investing in our team members just as much as we invest in the communities we serve. When you join us, you're stepping into a supportive environment where your professional growth is our priority. We offer mentorship and training programs designed to help you develop your skills and advance your career.

You'll be part of a dedicated team that values each member's contributions and works together to make a meaningful impact in the lives of children and families. At A New Leaf, we're not just offering a job—we're offering a fulfilling career where you can grow, thrive, and make a lasting difference.

What's in it for you

At A New Leaf, you won't just be another employee — you'll be a trusted part of a close-knit team that depends on each other. We treat our people like partners because we believe great work happens when everyone feels seen, supported, and valued.

We know that what you do here matters—and so do you. That's why we offer real benefits that make a difference: health, dental, and vision insurance, tuition reimbursement to support your growth, and wellness programs to help you stay grounded and energized. At A New Leaf, you're not just doing meaningful work—you're doing it with people who care. Be part of a team that's building brighter futures—one child at a time.



How to Apply

If you're patient, playful, reliable, and genuinely care about helping kids grow, we'd love to hear from you. We take every application seriously, and we use Workscreen to make sure great people like you don't go unnoticed.

Apply now using the link below and go through the evaluation process. 👉

https://app.workscreen.io/apply/early_childhood_1744448149307

We're excited to get to know you, and we'll keep you updated every step of the way.



Why This is another example of a good job post

1. The Job Title Is Clear, Specific, and Purpose-Driven

It's not just "Childcare Assistant" — it's *"Early Childhood Assistant needed for the Phoenix Day Program at A New Leaf."* This instantly tells the reader where the role is based, what they'll be doing, and who they'll be doing it for. It feels real, human, and intentional.

2. The Introduction Connects With the Right Person

Instead of diving into duties, the post opens with a compelling statement. It speaks directly to those who are passionate about helping kids grow. The tone is warm, welcoming, and mission-driven — immediately appealing to applicants motivated by purpose, not just a paycheck.

3. It Shows the Company's vision and mission, Not Just Its History

The *About Us* section doesn't just list how long the organization has been around — it shares what A New Leaf stands for, how it impacts families, and what kind of team a new hire is joining. It makes the reader feel like this is more than a job — it's a calling.

4. Culture Isn't Claimed — It's Shown

Instead of saying "we value collaboration," the post demonstrates it. It describes the values that guide the team, how people are treated, and what kind of environment they're walking into. This builds an emotional connection and helps applicants picture themselves on the team.

5. The Requirements Feel Encouraging, Not Exclusive

This post avoids the trap of scaring off great applicants. By clearly stating that some qualifications are "nice to have" — not must-haves — it encourages passionate, capable people (even without experience) to apply. That widens the talent pool.

6. The Hiring Process Is Transparent and Thoughtful

Instead of the typical vague "we'll contact shortlisted candidates," this post sets clear expectations: remote interviews, a response timeline, and a paid trial to ensure mutual fit. That kind of clarity makes candidates feel respected and reduces anxiety about applying.

7. The Call to Action Is Empowering, Not Transactional

The final section doesn't just say "Apply here." It speaks to the right person — someone who's patient, playful, and genuinely cares about kids.. The call to action motivates people to take the next step.

Now, let's look at an example of a bad job description

Bad job Post Example 1

Job Title: Operations Manager

Company: World Bank

Job Type: Full-Time

Deadline: May 30, 2025

Job Summary

World Bank is seeking to hire an operations manager to oversee day-to-day administrative and operational functions. The ideal candidate will coordinate cross-functional teams, develop operational policies, and ensure organizational efficiency.

Key Responsibilities

- Manage daily operations and workflow.
 - Implement and review internal processes and policies.
 - Coordinate with different departments to ensure operational alignment.
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Requirements

- Bachelor's degree in Business Administration, Management, or related field
 - 3–5 years of experience in a similar role
 - Strong analytical, problem-solving, and decision-making skills
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How to Apply

Interested and qualified candidates should send their CV and cover letter to hr@worldbank.com by May 30, 2025.

Only shortlisted candidates will be contacted.

Why This Job Post Falls Short

1. The Job Title Is Too Generic

“Operations Manager” says what the role is, but not who it’s for or why it matters. It lacks purpose.

2. The Introduction Feels Cold

There’s no context, mission, or reason why the role exists—just a bland summary that doesn’t connect with the reader.

3. No Salary or Benefits Mentioned

Leaving out compensation details feels outdated and signals a lack of transparency, which turns off serious applicants.

4. No Insight Into Team Culture

There’s nothing about how the team works, what they value, or what it’s like to be part of the organization.

5. Responsibilities Are Too Broad

The tasks listed are vague and could apply to any role. There’s no real picture of the day-to-day duties.

6. The Hiring Process Feels Dismissive

Saying “only shortlisted candidates will be contacted” feels impersonal and discouraging.

7. The call to action is cold

Ending with just an email and no warmth or encouragement makes the post feel like a formality, not an opportunity.

Additional Tips to make your job description stand out

If you want your job description to stand out and attract the right candidates, add these points:

Tip 1. Add an IMPORTANT NOTICE to build trust and make candidates feel safe as they apply

It can read something like “*We take the security and privacy of all job applicants very seriously. We will never ask for payment, bank details, or personal financial information during any part of the hiring process.*”

Tip 2: If possible, include leave delays in the job description.

While candidates value work, they also like some time off. Mentioning some leave days in the job description will make it more attractive. You can say something like “*Enjoy up to 24 flex days off per year, so you can recharge and come back stronger.*”

Tip 3: If you offer Training & Growth Opportunities, mention them in the job post

Adding this will make your job post more appealing. You can include something like “*We invest in growth. You’ll get access to training and mentorship to help you improve your skills.*”

Should You Use AI to Generate Job Descriptions?

Lately, it seems like everyone is using AI to one-click generate job descriptions — even some ATS platforms like Manatal and Workable now offer this feature.

But is this *actually* a good idea?

The short answer: **yes and no.**

Why You Shouldn’t Rely on AI Alone

Using AI to instantly create a job post without any context or input might seem like a time-saver, but it can seriously hurt your hiring efforts. Here’s why:

- **You’ll end up with generic, low-quality posts** that fail to connect with serious applicants.
- **It attracts the wrong kind of candidates** — people skimming for any job, not those aligned with what you are hiring for.
- **It reflects poorly on your brand.** A job post is often the *first impression* a candidate gets.

Your job post is a reflection of your company — your culture, your values, mission, and your vision. It's the first touchpoint with a potential team member. Why mess that up by creating it with AI from scratch? Do not make this mistake.

💡 Once you've written a thoughtful, authentic job post that reflects your company's values, let WorkScreen.io handle the heavy lifting—automatically evaluating candidates, helping you quickly identify top talent, and eliminating low effort applicants. Start hiring smarter with Workscreen.io today.

✅ Here is the wrong and the right, smarter way to use AI when creating a job post

AI can be a good tool — *if you use it right*. It's not a substitute for your input — it's a tool to shape and polish your message.

The wrong way to use AI:

Just telling it something like "Write me a job post for a manager at World Bank."

This gives you something bland, disconnected, and forgettable.

The right way to use it:

Come prepared. Give AI the raw ingredients:

- What your company does
- What the role actually entails
- The tone and values you want to reflect
- Who the ideal hire really is

Then prompt it like this:

"Help me write a job post for our company, [insert Company Name]. We're hiring a [Insert Job Title] to help with [Insert Key Responsibilities]. Our culture is [Describe your company Culture], and we want to attract candidates who are [Describe Ideal Traits you are looking for]. We offer the following Benefits (Insert benefits) and here is our salary range (Insert salary range) We also offer growth opportunities (Expound on this) and here is our hiring process (Explain clearly) Then tell it, "Here are a few notes I've written to get you started: [Paste your notes on AI and see what it generates.]."

You can even look for a good job post like the first two examples we shared above and tell it that you want something similar to that. Then, let AI *polish* your writing—refining the tone,

improving clarity, and organizing structure. Use it as a tool to help you polish your work, and don't over-rely on it to write the entire job post without giving it any raw data.

Final Thoughts

Your job post is more than a formality—it's the first impression. Done right, it attracts top talent, strengthens your brand, and saves you hours in the hiring process.

Before you hit publish, ask yourself:

"If I were a top candidate, would I be excited to apply?" If not, tweak it. That extra 10 minutes can be the difference between a good hire and a bad one.

Quick plug: Remember to create a job post with [Workscreen.io](https://www.workscreen.io) to receive a link that you can share with candidates on different platforms, then let Workscreen.io take your applicants through a straightforward evaluation process. Workscreen.io will help you hire right, fast, and smart.

Sign up with Workscreen today, create a compelling job post, and let Workscreen streamline your hiring process!