

5

EASY STEPS TO CREATE A SUCCESSFUL JOB LISTING



Make the most of your job listing by marketing the position in a way that makes your opportunity and practice attract the best possible candidates.

1 JOB TITLE

As the first thing people read, use the job title to describe your opportunity by including key information and increase the level of interest.

Examples of effective job titles:

- "Full time Veterinarian for Central Illinois Humane Society"
- "Part-time Licensed Veterinary Technician for Florida Pan Handle Mixed Practice"

These descriptions provide a wealth of information in just the first glance that will help candidates decide if their preference or situation matches the opportunity.

Job titles to avoid:

- "Associate Veterinarian" - Some non-veterinary candidates think an associate position is for an assistant and you may get applications from unqualified individuals.
 - "Veterinarian" - Add in details that describes the practice, its core values or the work environment such as "Veterinarian for busy multi-specialty practice in Greenville, OH"
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2 JOB DESCRIPTION

Make your job opportunity stand out from the others so that candidates will want to know more!

Examples of what to include in your listing:

- Responsibilities and expectations of the position.
 - The anticipated work schedule. Flexible schedules are particularly desirable so include it you allow them.
 - Opportunities for career advancement such as practice buy-in or options to develop professional skills for new services.
 - Benefits and salary range, even a wide range is appropriate to include.
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3 COMPANY PROFILE

This is your moment to shine and market your practice as a desirable place to work. What you take pride in as an owner or employee should be reflected here.

- Practice philosophy or mission.
- Any equipment on site or special procedures that are performed that would be of interest to a candidate.
- Description of the staff and clientele.
- Description of the facility, especially if it has recently been renovated.
- Include why your location is a desirable place to live and bring a family. Focus on the aspects that make your location a community.

4

JOB REQUIREMENTS:

This is typically the last section candidates read so only specific information should be included:

- Licensure in your state or able to obtain a license quickly.
- Desired years of experience.

5

THE SMALLER DETAILS

- Read through a variety of job listings on the AVMA Veterinary Career Center to get an idea of what makes an interesting posting and incorporate those ideas into your listing.
- Using an email contact in your ad may result in SPAM since everyone can see it! Applications will automatically come to the email or URL you entered when setting up your VCC account when the “Apply Now” button is clicked.
- Proof-read your ad for accuracy and have someone else read it to check for errors in punctuation and grammar before posting.
- Avoid run-on paragraphs with lots of text. Separate sections of text so it is easy to read. This also makes it more mobile friendly.
- Make every word count and put the most important information first.
- Think like a candidate: Would you apply to your job after reading your post?
- Update and revise the posting as often as needed.
- Include a web address and upload a practice logo.

Finding the right candidate for your opportunity can be vital to the success of your practice. Make sure you start the candidate search on the right foot by using your posting to its full advantage.

