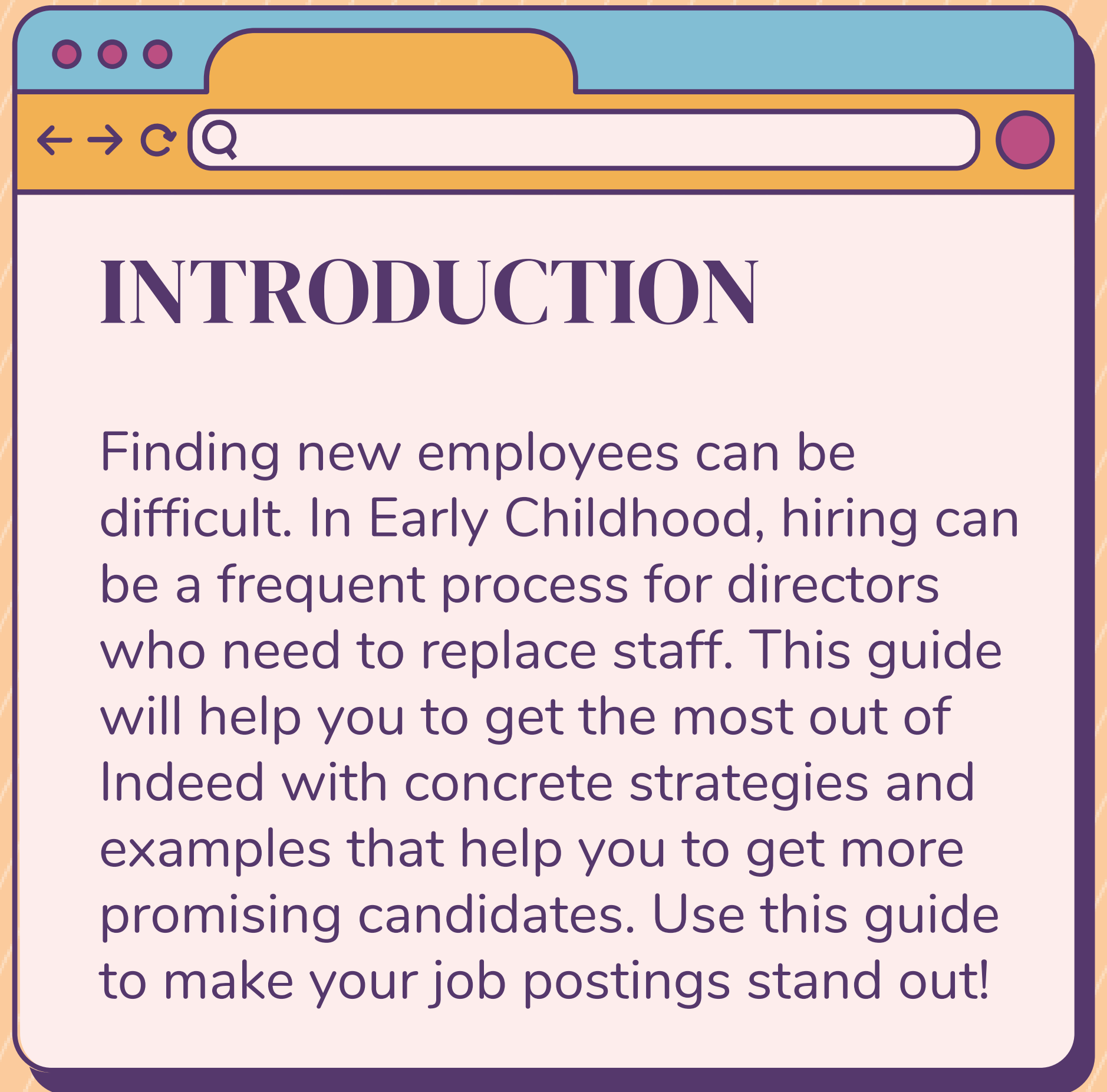




**JOB POSTING GUIDE
(FEATURING INDEED)**



Presented by Child Care Network's
Innovation Project



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INTRODUCTION

Finding new employees can be difficult. In Early Childhood, hiring can be a frequent process for directors who need to replace staff. This guide will help you to get the most out of Indeed with concrete strategies and examples that help you to get more promising candidates. Use this guide to make your job postings stand out!

WHAT IS THE GOAL OF A JOB POSTING?

A successful job posting attracts candidates that are:

- Interested in your unique child care setting.
- Willing to work for the pay and benefits you offer.

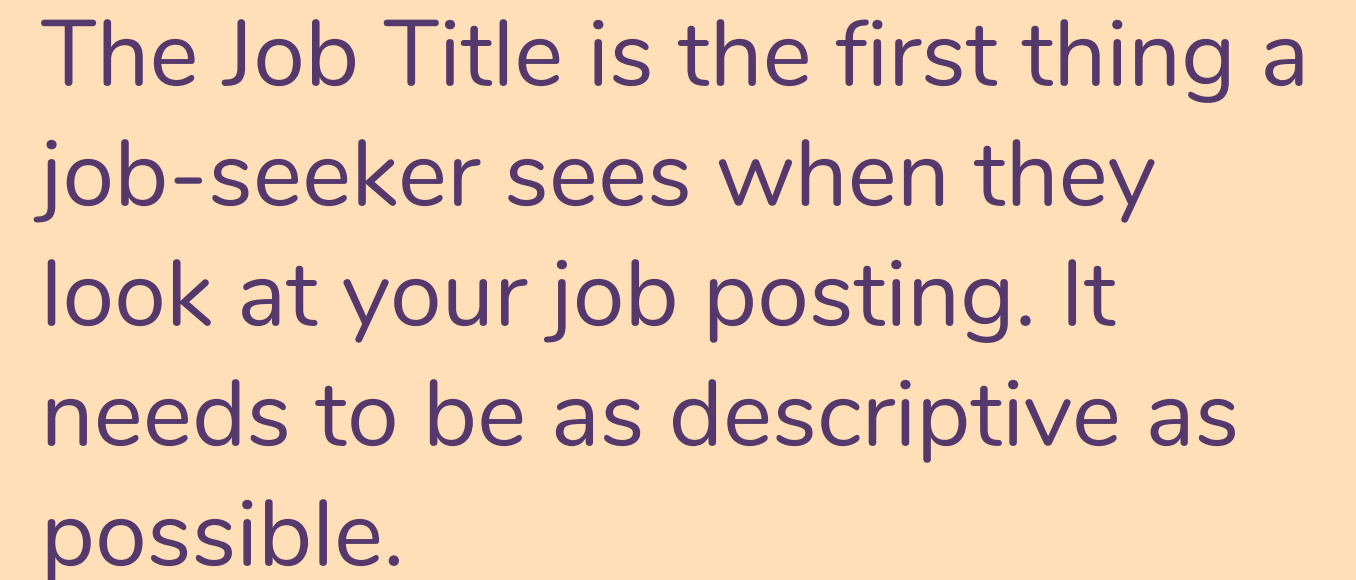
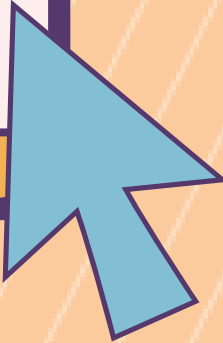
It also ensures that you reduce the number of no-shows and drop-outs in your interview process.





THE JOB TITLE

What are the essential details of this position?



The Job Title is the first thing a job-seeker sees when they look at your job posting. It needs to be as descriptive as possible.

THE JOB TITLE



Include the following info right in the title:

- Is this a full or part-time position?
- Is this a seasonal or contract position?
- What age group is served by this position?

THE JOB TITLE




Examples:

- Full-Time Toddler (18 months – 2.5 years) Assistant Teacher
- Part-Time Summer Camp (June – August) Preschool Lead Teacher
- Part-Time After Hours (3-6:30pm) Infant Assistant Teacher

THE JOB DESCRIPTION

What is the employee you
WANT looking for?



The job description is the most important part of your job posting. It is how you present your work setting to prospective applicants.

6 TIPS FOR A GREAT JOB DESCRIPTION



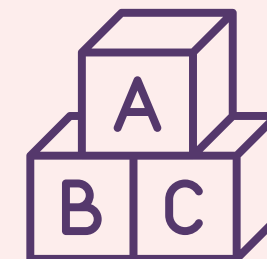
1. Lead with Salary information



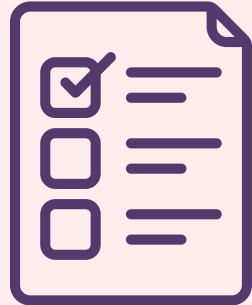
2. List all benefits you offer (be creative)



3. Include your childcare vision and philosophy



4. Describe the work environment



5. Include a bulleted list of job duties



6. Review the Job description with your staff

DID YOU KNOW?

Creating an attractive document for your job description using a free program like Canva can make your posting stand out!



1. Lead with Salary information

- Salary is the first thing a job seeker is looking for.
- Listing a salary saves you from dealing with candidates who apply with a salary expectation that differs from what you can offer.

2. List all benefits you offer



- Listing your benefits creates transparency and makes the job stand out.
- Be creative when describing what benefits you offer.

3. Include your childcare vision and philosophy

- Your vision is your chance to explain to applicants why they should be interested in your child care setting.
- Stating your vision clearly upfront can help you to avoid applicants who have very different ideas about child care.

4. Describe the work environment

- What can applicants expect during the hiring and onboarding process?
- The work environment also sets you apart from other employers. Try to highlight the elements of your environment that are unique. What is it like to work for you?

5. Include a bulleted list of job duties



- Be as specific as possible. You do not want the applicant to feel surprised when they start.
- Work with your current staff to write these out. Are there duties that are not written down anywhere that they feel are an essential part of the work?

6. Review the Job Description with your staff



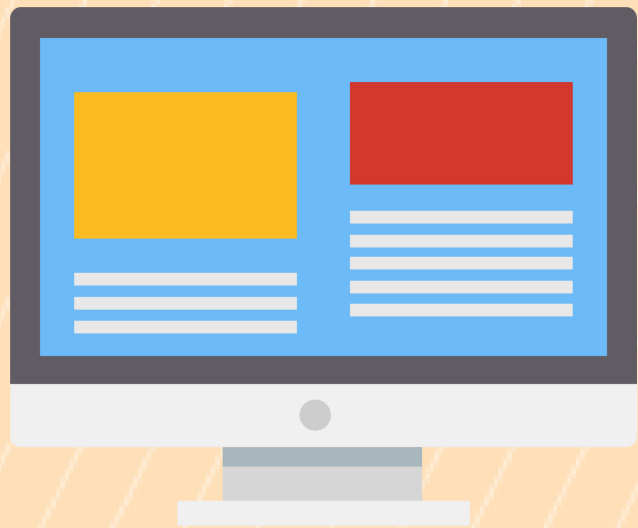
- Ensure that your current staff agree with all aspects of the job posting so that they can help new staff learn the role.
- Ask staff what they wish they would have known starting out, what helped them to settle in?

INDEED

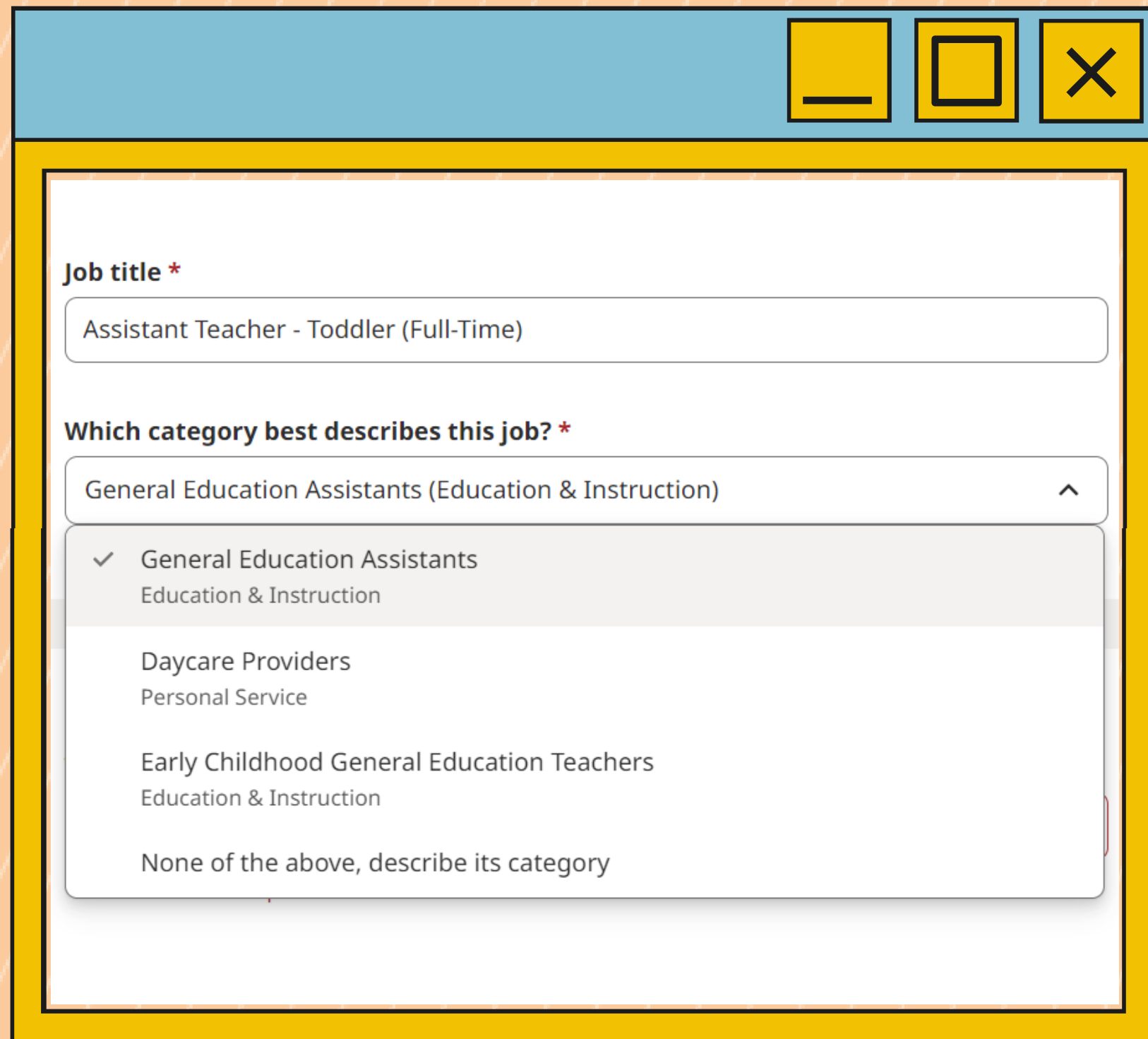
Indeed.com is a website where you can post your jobs. There is a fee for sponsoring your posts which sends them to the top of the Indeed search, but there are many ways to improve your posting for **free!**

This resource covers best practices on Indeed:

- Job Title and Description
- Tags
- Benefits List
- Criteria and Dealbreakers
- Pay Range
- Qualifications
- and more!



The Job Title



Job title *

Assistant Teacher - Toddler (Full-Time)

Which category best describes this job? *

General Education Assistants (Education & Instruction) ^

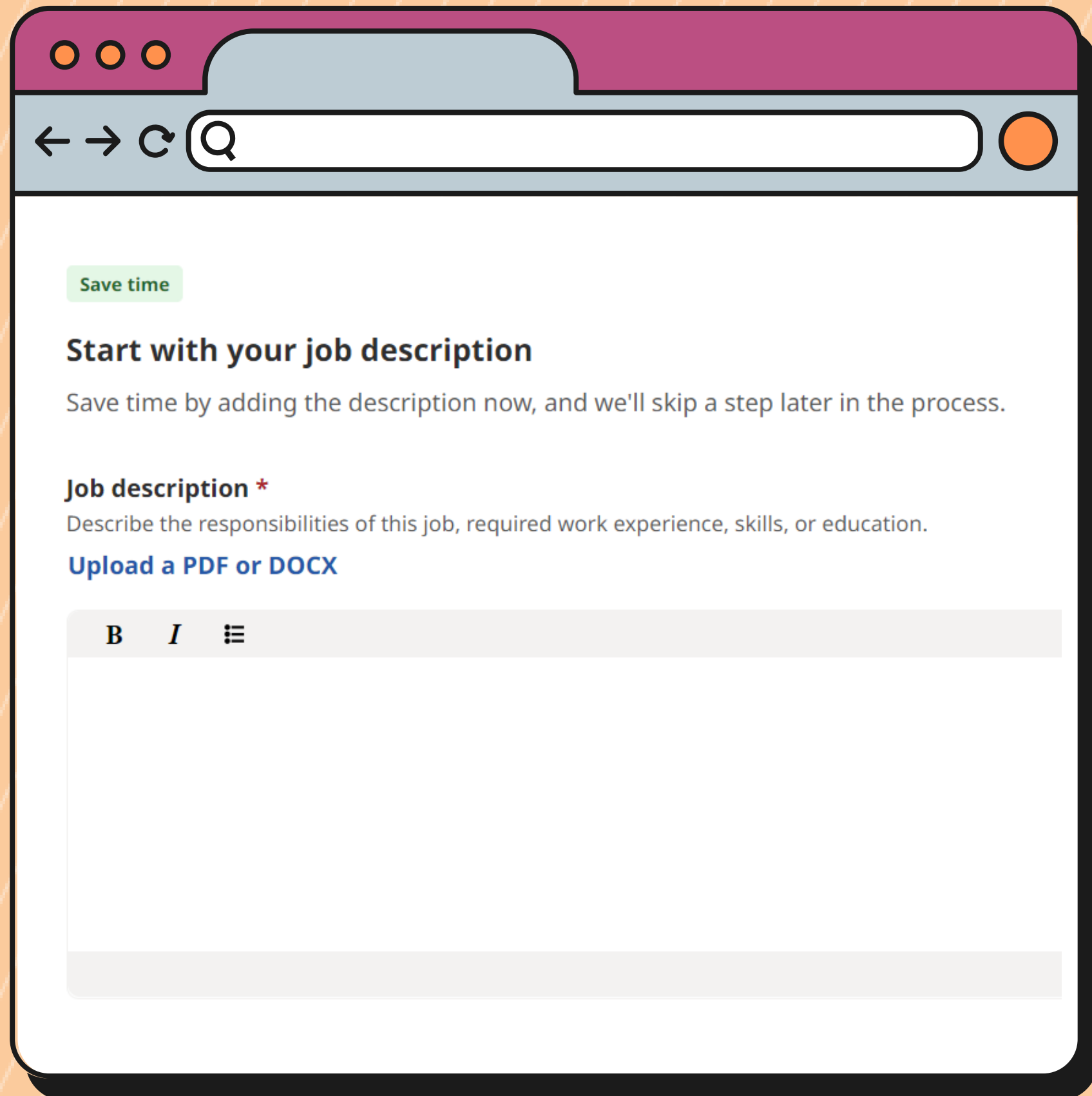
- ✓ General Education Assistants
Education & Instruction
- Daycare Providers
Personal Service
- Early Childhood General Education Teachers
Education & Instruction
- None of the above, describe its category

Be descriptive!

Being descriptive is important to avoid people applying who are not actually interested in the position.

Category is important because it narrows down who is looking at the posting.

Job Description



The image shows a stylized browser window with a purple header and a white content area. The browser's address bar contains navigation icons (back, forward, refresh) and a search icon. Below the address bar, there is a green button labeled "Save time". The main heading is "Start with your job description", followed by the text "Save time by adding the description now, and we'll skip a step later in the process." Below this, there is a section titled "Job description *" with the instruction "Describe the responsibilities of this job, required work experience, skills, or education." and a link "Upload a PDF or DOCX". At the bottom of the form, there is a text area with a light gray background and a toolbar containing icons for bold (B), italic (I), and bulleted list (☰).

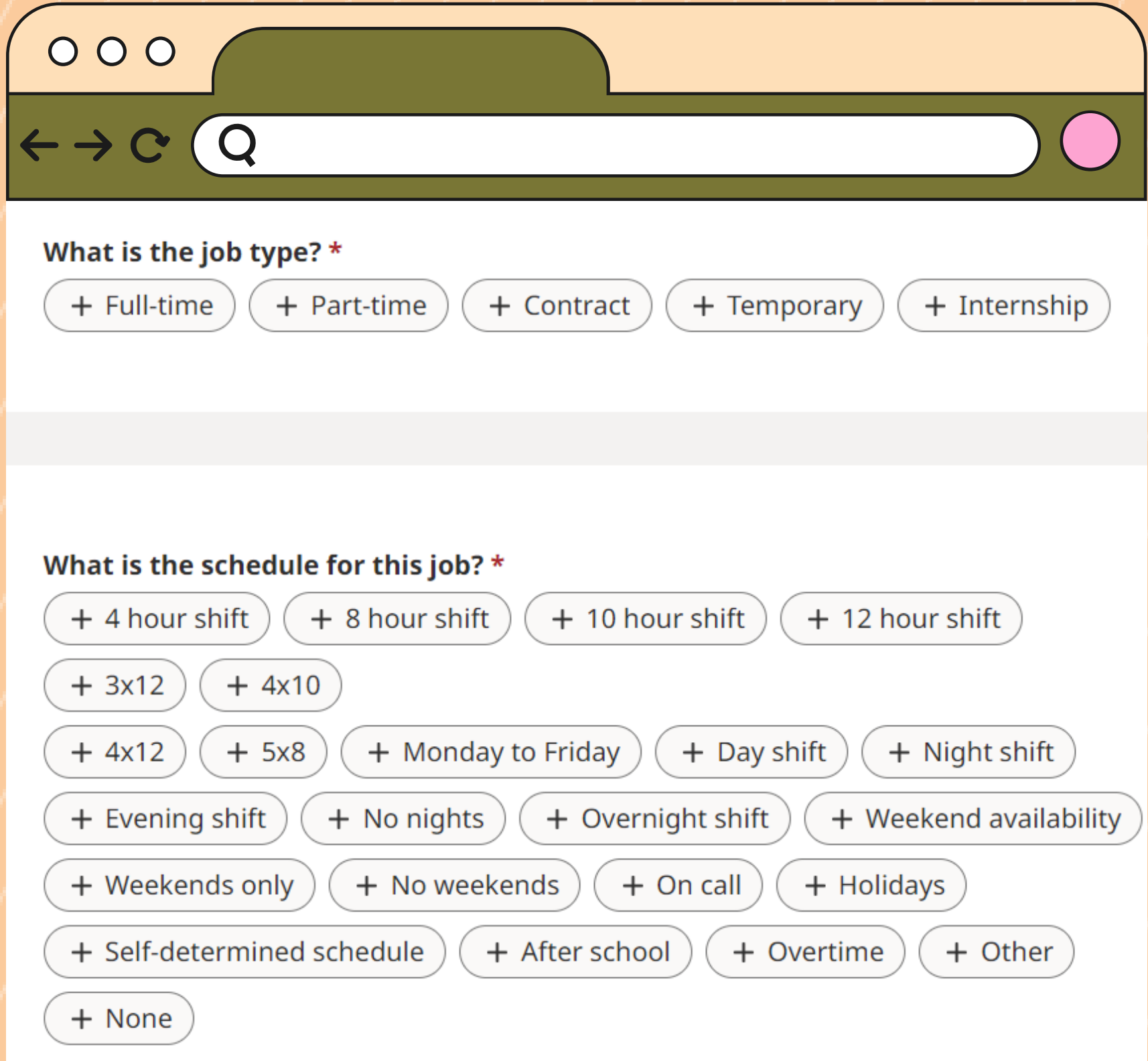
Job description is how you present your work to the world. It is helpful to think about what the employee YOU WANT is looking for.

Job seekers immediately look for salary information, so make sure to include it in your job description!

Tags

Be as descriptive as possible with the tags; these are used in filters for job seekers and your job could get filtered out if you do not include all tags that are descriptive of the position's schedule.

The more tags the better!



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What is the job type? *

- + Full-time
- + Part-time
- + Contract
- + Temporary
- + Internship

What is the schedule for this job? *

- + 4 hour shift
- + 8 hour shift
- + 10 hour shift
- + 12 hour shift
- + 3x12
- + 4x10
- + 4x12
- + 5x8
- + Monday to Friday
- + Day shift
- + Night shift
- + Evening shift
- + No nights
- + Overnight shift
- + Weekend availability
- + Weekends only
- + No weekends
- + On call
- + Holidays
- + Self-determined schedule
- + After school
- + Overtime
- + Other
- + None

Benefits

It might feel like you are not able to offer all the benefits you would like to offer your staff, but do not overlook what you do offer!

Include your center/home's vision and philosophy!

What makes you different?

Who would thrive in the way that your center runs?

What do you value about the families that you serve in your community?

This is another area where you want to select all the tags that apply to your program, as job seekers may not be connected to your posting if they are using filters to look for specific benefits.

Do you offer any of the following supplemental pay?

- + Signing bonus
- + Commission pay
- + Bonus pay
- + Tips
- + Other

Are any of the following benefits offered?

- + Health insurance
- + Paid time off
- + Dental insurance
- + 401(k)
- + Vision insurance
- + Flexible schedule
- + Tuition reimbursement
- + Life insurance
- + 401(k) matching
- + Retirement plan
- + Referral program
- + Employee discount
- + Flexible spending account
- + Health savings account
- + Relocation assistance
- + Parental leave
- + Professional development assistance
- + Employee assistance program
- + Other

[Show less](#) ^

Criteria & Dealbreakers

— □ ✕

How many people do you want to hire for this opening? *
The more openings you have the more applications you'll need.

1 ▼


How quickly do you need to hire? *
If you need someone fast, you may need higher visibility.

1 to 2 weeks ▼

Choose the appropriate criteria. If you are seeking to fill multiple positions, make sure to put up separate job postings unless you are seeking to fill multiple positions of the same job title and schedule.

Indeed will build an application that will start with deal breakers that will filter out applicants who do not have the qualifications for employment. This is where your must-haves from the previous section are especially important.

— □ ✕

 **Mark your must-have qualifications as a deal breaker.**
You'll save time by filtering for candidates who meet this criteria. When you sponsor your job, we won't charge you for applications that don't meet these deal breaker requirements. Don't worry, you can review all candidates anytime in your candidate dashboard.

Application question: How many years of _____ experience do you have? ✕

At least
1 year ▼ of Classroom management experience Deal breaker

Application question: How many years of _____ experience do you have? ✕

At least
1 year ▼ of Experience with children experience Deal breaker

For example, it might be a deal breaker if an applicant has less than a year of experience with children and you would want to check the box. Other areas that you could invest in staff training, such as classroom management, may not be a deal breaker and will not filter out potential candidates.



Pay Ranges

The screenshot shows a web browser window with a pink header and a yellow address bar. The main content area is white and contains the following elements:

- What is the pay?** Review the pay we estimated for your job and make adjustments if needed. [i](#)
- Show pay by:** A dropdown menu set to "Range".
- Minimum:** \$ 10.12
- Maximum:** \$ 13.94
- Rate:** per hour (dropdown menu)
- Smart recommendation:** A blue box with an information icon and the text: "Update your pay to to stand out and increase the chance you'll receive **2 times more applications**.* (Indeed data, US)". A blue "Update" button is to the right.
- Bar chart:** A horizontal bar chart showing pay ranges from \$10 to \$14. The x-axis is labeled with \$10 and \$14. The legend indicates:
 - Average pay:** \$12 - \$12 per hour (13% of jobs) - represented by a blue bar.
 - Competitive pay:** \$12 - \$12 per hour (12% of jobs) - represented by a purple bar.
- Footnote:** Based on an analysis of **Preschool Teacher** jobs in **Adrian, MI** posted on Indeed in the last 12 months.


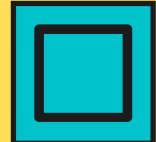
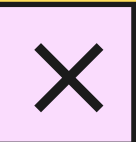
Research shows that pay ranges are the first thing job seekers look at before applying for a job. Keep this in mind, along with the smart recommendation for your community, when selecting your pay range.

Having a salary scale based on experience and education implemented at your center/home not only makes it easier in deciding the pay you offer new hires, but it is also an effective retention tool!






Qualifications


These are some examples of qualifications you might be seeking in a candidate for your position. Use the search bar to add additional criteria that are important for the role.

Be careful putting too many must-haves, as it could turn good candidates away. For example, if it is a must-have for them to have previous classroom experience. This would be a fantastic opportunity to brainstorm with your current staff to see what they think are must-haves for new employees!



Based on your review, we've identified qualifications key to your role.
Let us know how important they are so that we can reach the right job seekers.

	Must-have	Nice-to-have	
Skill: Childcare *	<input type="radio"/>	<input type="radio"/>	
Skill: Experience with children *	<input type="radio"/>	<input type="radio"/>	
Skill: Classroom experience *	<input type="radio"/>	<input type="radio"/>	
Skill: Experience working with students *	<input type="radio"/>	<input type="radio"/>	
Skill: Classroom management *	<input type="radio"/>	<input type="radio"/>	

 **Tip:** Tell us what you really need, selecting must-have won't reject candidates.

What additional criteria is important to the role?
10 criteria max. Search for skills like communication, Excel or customer service.

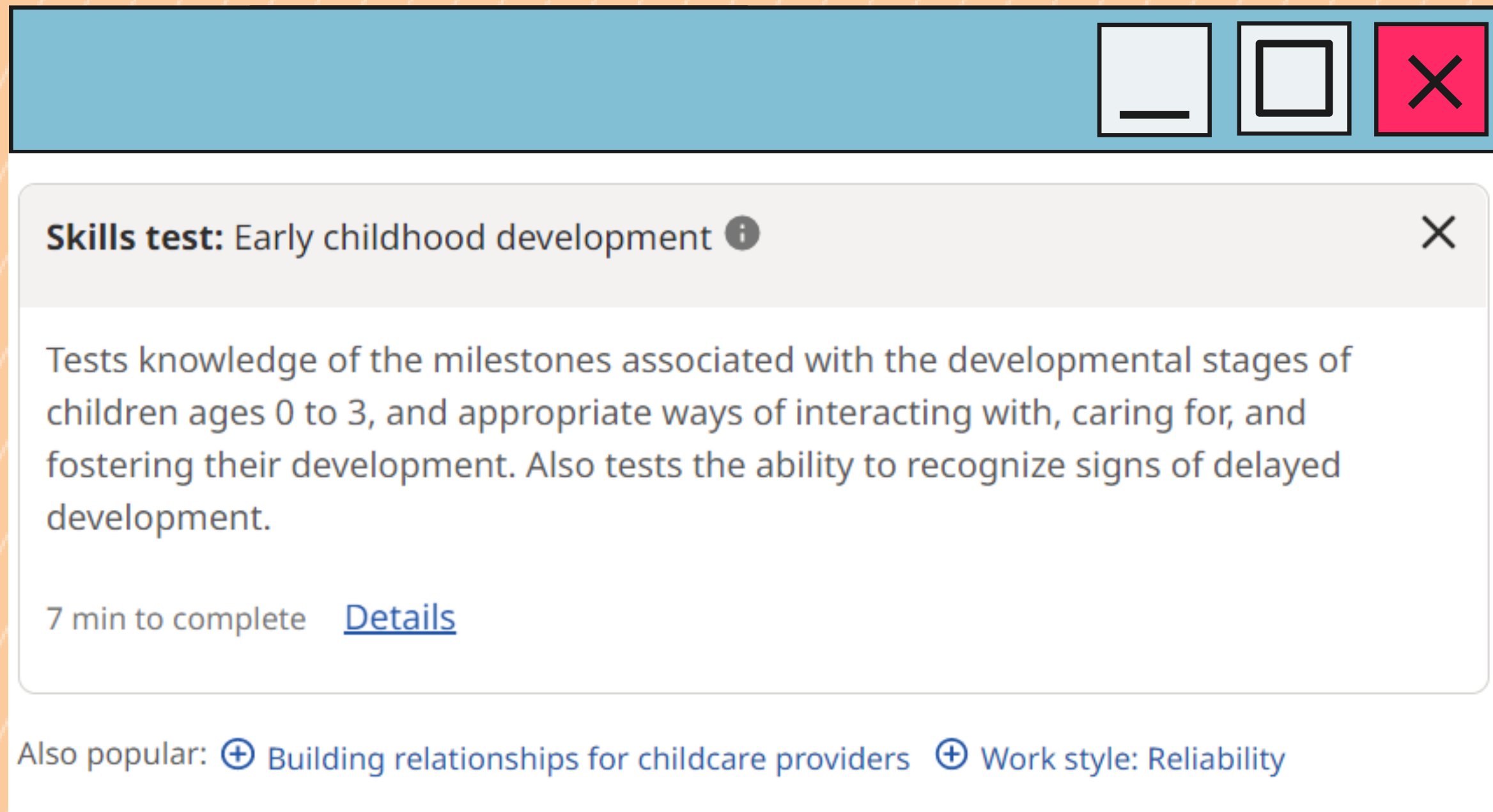


Resumes

Indeed and other sites make it easy to mass apply to jobs, which is a time saving option that is appreciated by job seekers. For efficiency in making sure job seekers are invested in the hiring process with your center, asking for a resume could be an extra step that encourages only people genuinely interested in the position to apply.

A screenshot of a web browser window showing a form. The browser's address bar is empty. The form contains the question "Would you like people to submit a resume? *" with three radio button options: "Yes" (selected), "No", and "Optional". Each option has a sub-description: "People will be required to include a resume.", "People will not be asked to include a resume.", and "People can choose whether to include a resume." respectively. The browser window has a yellow header bar with navigation icons (back, forward, refresh) and a close button (X). A search bar with a magnifying glass icon and a star icon is also visible.

Skills Test



The screenshot shows a window titled "Skills test: Early childhood development" with a close button (X) in the top right corner. The main content area contains the following text: "Tests knowledge of the milestones associated with the developmental stages of children ages 0 to 3, and appropriate ways of interacting with, caring for, and fostering their development. Also tests the ability to recognize signs of delayed development." Below this text, it says "7 min to complete" followed by a blue link labeled "Details". At the bottom of the window, there is a section titled "Also popular:" with two items: "Building relationships for childcare providers" and "Work style: Reliability", each preceded by a plus sign icon.

This is an option that Indeed provides for employers. Consider that a potential candidate seeing the word "test" could discourage them from applying, even if they have the skills the test is assessing. In understanding a candidate's knowledge and skills, interview questions are a great tool!



Job Sponsorship

New

Hire confidently

You decide who's qualified. Not satisfied with an application? [Reject it](#) within [48 hours](#) and we won't charge you for it.

When would you like to stop receiving applications? ⓘ

Receive applications until I [pause or close my job](#).

Receive applications until I reach my custom limit.

Spend \$15.00 per application.
Sponsored jobs don't require upfront fees or subscriptions. Cancel at any time.

Looks like you need to hire fast
Let relevant job seekers know. Add an urgently hiring label to your Sponsored Job.

Add label at no extra cost

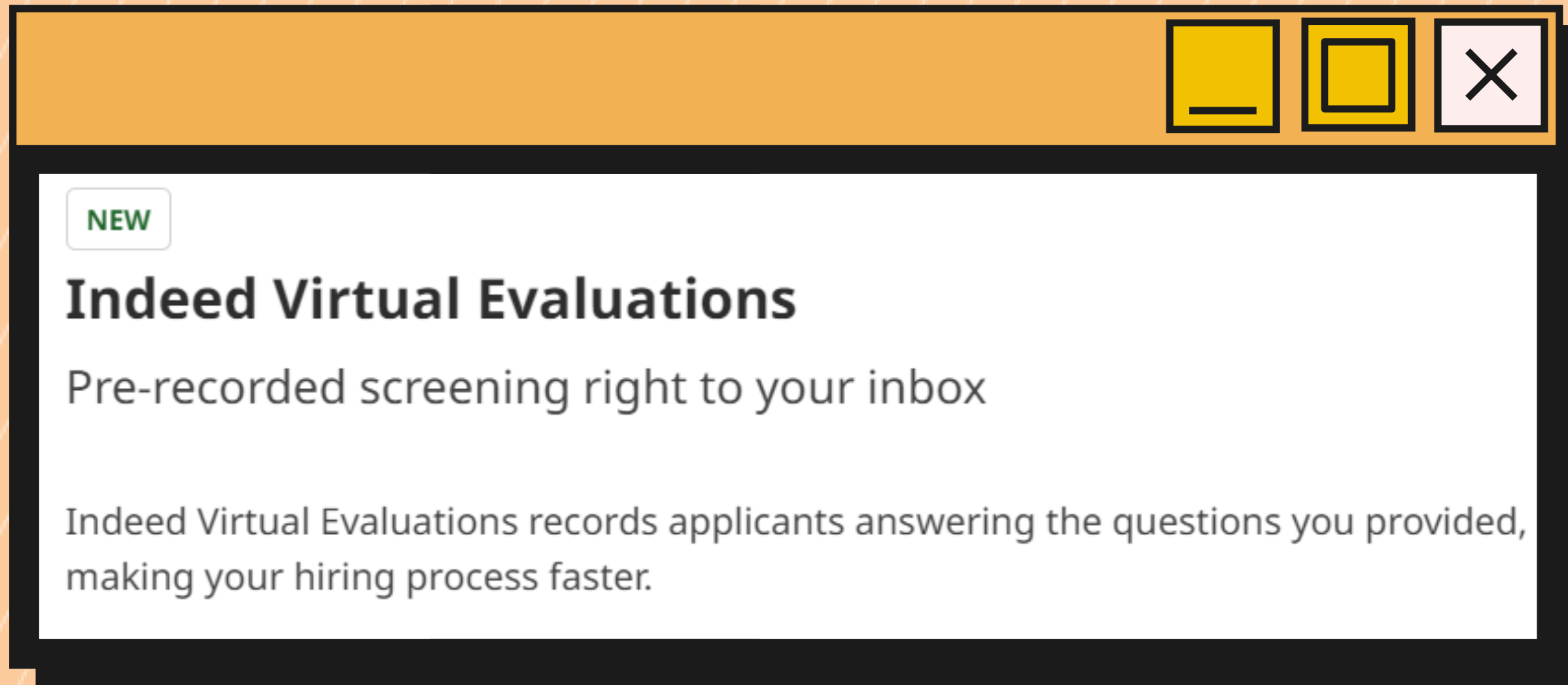
Urgently hiring

[Post for free](#) [Save and continue](#)

The automatic option is to sponsor a job, which is expensive. If you are seeking a candidate quickly, you can consider sponsoring, but it is not necessary. Click “post for free” to post the job without sponsoring.

What are Virtual Evaluations?

This is a beta service that is included for candidates to pre-record interview questions you provide on Indeed. **While this service could aid in efficiency, it could also discourage potential candidates if they have difficulty in accessing technology.** A 10-minute phone screen prior to the interview is a terrific way to make an initial connection!



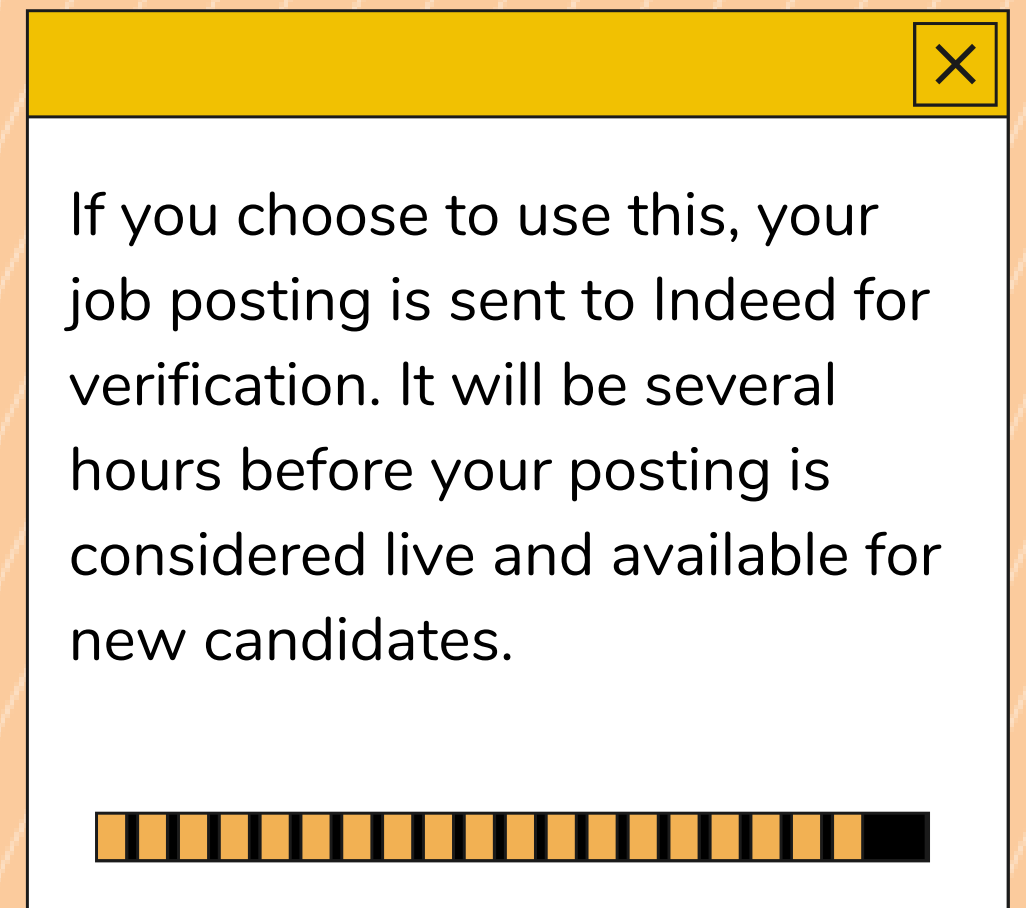
The screenshot shows an email notification window with a yellow header bar containing minimize, maximize, and close icons. The main content area has a white background with a 'NEW' badge in the top left. The title is 'Indeed Virtual Evaluations' in bold. Below the title is the text 'Pre-recorded screening right to your inbox'. At the bottom, there is a paragraph: 'Indeed Virtual Evaluations records applicants answering the questions you provided, making your hiring process faster.'

NEW

Indeed Virtual Evaluations

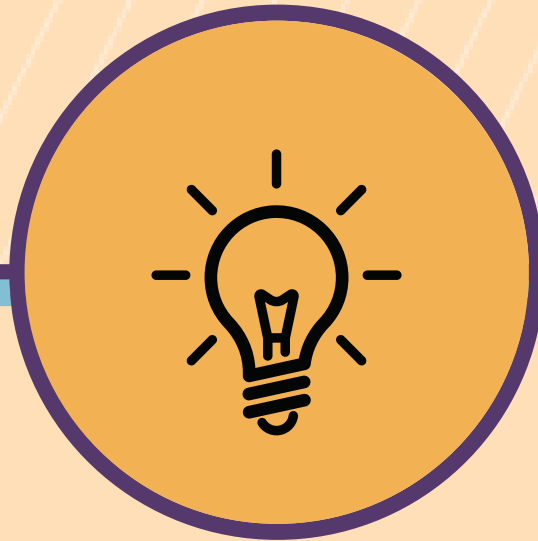
Pre-recorded screening right to your inbox

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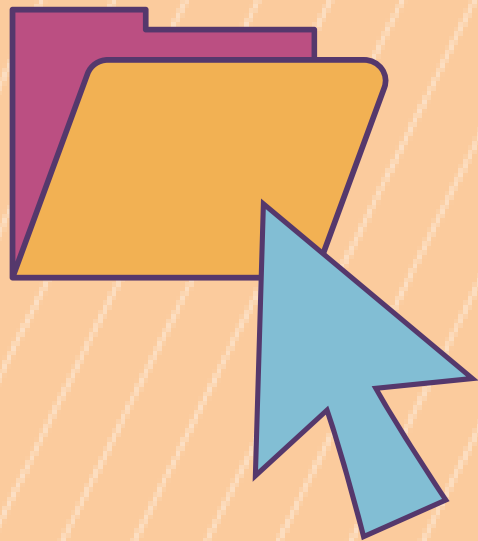
The screenshot shows a notification box with a yellow header bar containing a close icon. The main content area has a white background and contains the text: 'If you choose to use this, your job posting is sent to Indeed for verification. It will be several hours before your posting is considered live and available for new candidates.' At the bottom, there is a progress bar consisting of 15 vertical bars of varying lengths, with the last one being the longest and black.

If you choose to use this, your job posting is sent to Indeed for verification. It will be several hours before your posting is considered live and available for new candidates.



DID YOU KNOW?

Putting together a clear job description also supports your current staff!



A graphic of a window frame with a yellow title bar and a light blue border. The title bar contains three control buttons: a minimize button (a horizontal line), a maximize button (a square), and a close button (an 'X'). The main content area of the window is white and contains the following text:

THANK YOU

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Innovation Project