

VCC WORKS



# WRITING A JOB POSTING

Recruit VCC students,  
alumni, or work-integrated  
learning students

VANCOUVER  
COMMUNITY  
COLLEGE



# Attract the right talent to your organization by writing a strong job posting that gets noticed.

Vancouver Community College (VCC) has over 15,000 motivated and talented students with a wide range of relevant, real-world skills and expertise. By posting your job to our VCC Works platform ([vcc.ca/vcc-works-employers](https://vcc.ca/vcc-works-employers)), you can hire a student for part-time work, apply to host a work-integrated learning placement, or recruit a graduate. Here are some tips to attract the right candidate for your organization.

## ■ Target the posting to VCC students.

Qualified students are more likely to apply to your posting if the job duties match the skills/ experience they gained from their VCC program. Review VCC programs at [vcc.ca/programs](https://vcc.ca/programs) to identify which program(s) you are interested in recruiting from – pay attention to the “what you will learn” section in each program description. When you write your job posting, you can include some of the expected learning outcomes as tasks or responsibilities in your posting.

## ■ Aim for clarity in the job title.

Students often search postings by keywords and may overlook your job posting if the job title isn't descriptive enough. Use common job titles like “marketing assistant” or “legal administrative assistant” rather than generic job titles like “student assistant” or “internship.”

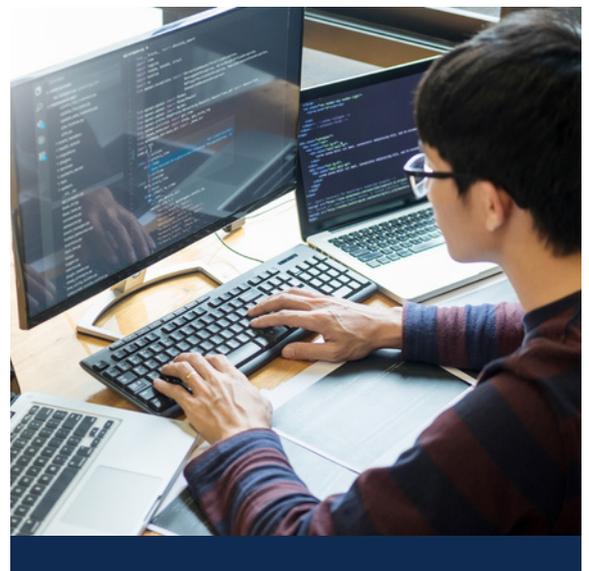
## ■ Describe your organization.

Sharing information about your organization can entice students to apply. You can include a short paragraph including information on what your organization does (product/ service), the size of your organization, and even the industry it is in. You can also add this info to your VCC Works profile at [vcc.ca/vcc-works-employers](https://vcc.ca/vcc-works-employers), when you set up an account.

## ■ Include a position summary.

Explain where the role is situated in the organization to help the student better understand the role.

- What department is the role in?
- Who does this role report to?
- How big is the team?



## ■ Write clear tasks and responsibilities.

Students want to understand what they would be doing – include at least 5-7 tasks or responsibilities from the role, preferably using bullet points for easier reading. For ideas on what to include under the tasks and responsibilities section, search for the Canadian National Occupational Classification (NOC) codes. Enter your job title in the search bar to see examples of typical main duties, and employment requirements for this and similar types of jobs.

## ■ Highlight transferable skills and characteristics.

Describe the type of candidate that you want to hire for the position

- Be specific. For example, if you want communication skills – what does that look like in your organization? Is it public speaking, negotiation, conflict resolution, etc?
- Think team fit. What type of person would work best in your team? What are the priority characteristics that you are looking for?

## ■ Outline your qualifications carefully.

The qualifications section should list your requirements related to education, licensing/certification, or experience. Carefully write this section – if you list unrealistic qualifications for students/new grads or make your list of qualifications too long, students may not apply to your role. If a qualification is desired, but not essential for the role, you may want to highlight that it is an asset, but not required.

## ■ Post salary information and relevant details.

In your posting, include all the details that a student would need to decide on whether to apply. This could be salary, benefits, location, options for remote work, work hours, and end date.

## ■ Inspire!

Be sure to include information on the company culture that could encourage students to apply such as:

- What makes your organization unique?
- Your mission and company values
- Opportunities to learn and grow within the role
- How this role can help them build their career
- Any perks to the role

## ■ Simplify industry jargon.

When students enter the workplace, they may still be new to some of the industry terminology. Aim for clear and simple language that would be easy for any student to understand. Highlight transferable skills and characteristics.

### Hire VCC – Post Your Job

Post your job on the VCC Works platform to start your recruitment process. For further information on onboarding a VCC student, please contact the CareerLAB at [careerLAB@vcc.ca](mailto:careerLAB@vcc.ca)

See instructions at [vcc.ca/vcc-works-employers](https://vcc.ca/vcc-works-employers) to create a free VCC Works account and post a job for students.