

# Writing A Youth-Friendly Job Posting

## Simple Design and Language



- Keep the design and language as **simple** and **concise** as possible, bearing in mind that some youth will be reading it on their smartphones
- Format your job posting so it is eye-catching, with a few **bolded** words, and clear topic separations

## Basic Info

- State the location (and whether remote work is possible) near the top
- State the number of available positions
- State whether the job you are offering is full or part time, contract or permanent, and an approximation of the working hours



## Salary



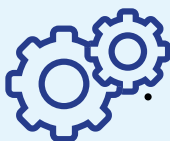
- Youth are deterred from applying for jobs when there is no mention of remuneration. Make sure to state the salary/hourly pay and whether or not it's negotiable.
- State whether or not you offer employee benefits

## Company Description and Career Trajectory

- Write a brief description of your company or organization, and mention any potential for growth
- Youth sometimes struggle to visualize how a job will connect to their broader future goals. Help them out by outlining possible career options and next steps that this job will help them work towards



## Job Description and Responsibilities



- Provide simple descriptions of the position and its specific responsibilities
  - E.G: Familiarity with Excel or Google Sheets to regularly create and update store inventory lists
- These descriptions should give youth an idea of what "a day in the life" of the role would entail
- Avoid using jargon or industry lingo

## Qualifications

- Ensure that the qualifications/credentials you ask for are actually relevant - disproportionate asks are a significant reason youth avoid applying for roles they should qualify for
  - E.G: a landscape labourer does not need a 4-year degree
- Consider providing on-site training or subsidizing any required certifications, as this is a great way to draw in and retain youth

