



E-BOOK

How to Craft Job Postings That Boost Applicant Flow



What You'll Learn:

Insights

Essential Elements

Examples

The Ingredients of Successful Hiring

Testimonials

Become the Next Success Story



“There’s a difference between a generic job posting and one that gets the right talent to apply.”

- Forbes ^[5]

JOB POSTING INSIGHTS

Stop thinking about job postings as a simple recruitment tool and start using them to their full potential. They are opportunities to promote your organization, its culture, and its values, as well as attract much-needed talent during the current labor crisis. Do your postings entice the ideal applicants or send them yawning on to the next ad? Here are some insights to put this into perspective:



There are 8.1 million job openings in the US. ^[4]



People spend an average of 14 seconds reading a job posting before deciding to apply. ^[3]



Job postings with 100 to 300 words get 8.4% more applicants per views. ^[1]



52% of job seekers say the quality of the posting is very influential in their decision to apply. ^[2]



A Quality Job Post Is Important

Here are the elements that matter the most when creating a job post:



Job Title



Requirements



Pay Range



How to Apply



Responsibilities



Work Environment



Company Culture

CASHIER

We are searching for a friendly and reliable fast-food cashier to join our close-knit staff. As the first impression point for customers, you will greet and assist customers as they enter our restaurant. Hourly wage begins at \$10/hour.

Responsibilities:

- Greet customers with a friendly welcome
- Assist customers in choosing their order
- Process customer orders and record them in the restaurant database
- Relay customers' orders to the kitchen staff
- Ring up purchases, operate credit card machine, and provide exact change
- Respond to customer inquiries and issue receipts
- Record customer suggestions
- Ensure all orders are delivered to the customers in a timely manner

Requirements:

- High school diploma or equivalent education
- Proven experience in a customer service role is a plus
- Excellent communication and interpersonal skills
- Ability to work a flexible schedule, including evenings, weekends and holidays
- Good mathematical skills
- Ability to stand for long periods of time

Be sure to indicate whether they are expected to assist with food preparation if extra help is needed. This can deter some applicants, but it's better to include it in order to attract the right applicants.



LINE COOK

We are searching for a reliable line cook to join our close-knit staff. Our ideal candidate thrives in a fast-paced environment and has a passion for food. If this sounds like you, apply below! Hourly wage begins at \$10/hour.

Responsibilities:

- Prepare food with trained techniques
- Follow recipes and presentation standards
- Complete preparation and storage of food
- Ensure food safety and sanitation standards
- Clean kitchen as needed and at the end of day

Requirements:

- High school diploma or equivalent education
- Proven experience as a line cook is a plus
- Ability to work as part of a team
- Ability to work a flexible schedule, including evenings, weekends, and holidays
- Ability to stand for long periods of time

Don't forget to give candidates a quick snippet of what it's like to work with your staff members and a few perks, like free food or discounted meals!



OPERATIONS MANAGER

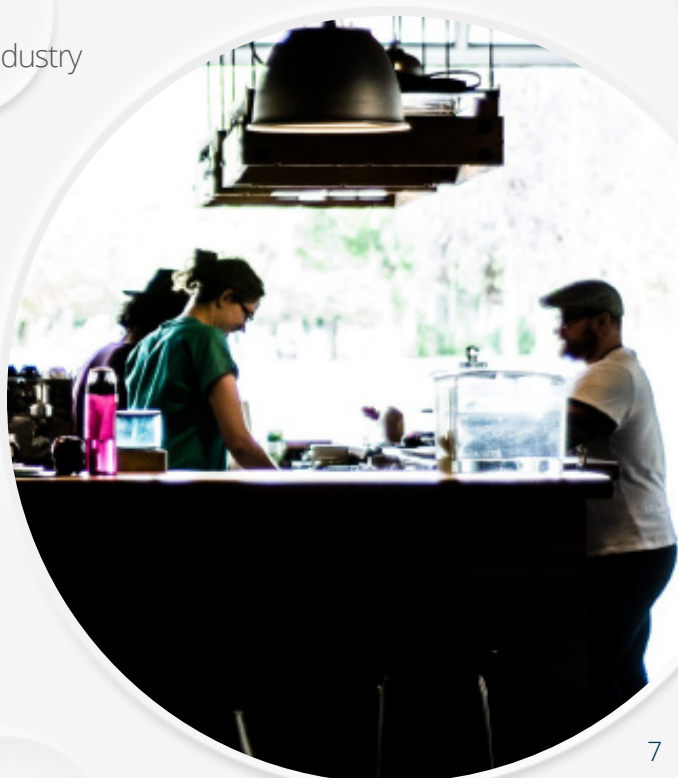
We are seeking an experienced operations manager to join our growing, tight-knit team. We value working hard, creating a meaningful career for our staff members, and being one team. Pay starts at \$20/hour PLUS bonuses based on performance!

Responsibilities:

- Recruit, onboard, train, and develop staff members
- Ensure compliance with franchise standards in all areas, including food, marketing, production, and more
- Create a positive work environment to engage and retain staff members
- Handle customer relations and feedback in a timely manner
- Ensure brand standards for recipes, presentation, and materials are consistent
- Execute new product rollouts and related training
- Ensure all food safety and sanitation standards are met
- Drive sales through innovative approaches
- Control costs to drive profitability

Requirements:

- High school diploma or equivalent education
- Three or more years of leadership experience in the restaurant industry
- Working knowledge of restaurant operations
- Experience in marketing or sales is preferred
- Ability to work as part of a team and take charge
- Ability to work a flexible schedule, including evenings, weekends, and holidays



Be sure to outline the traits that previous, successful managers have shown to attract the right applicants!

GENERAL MANAGER

We are seeking an experienced general manager to help lead our franchise. We value strong management, motivated individuals, and innovative ideas. If this sounds like you, let's talk. Pay range is dependent upon experience.

Responsibilities:

- Meets locations financial objectives through cost cutting and profitable new ideas
- Maintains daily operating procedures and standards
- Purchases and controls inventory items, accounting for peak times
- Recruits, interviews, hires, onboards, and monitors staff members
- Maintains safe, secure, and cleanly work environment by following safety and sanitation standards
- Grows business through new and continued marketing initiatives in line with brand guidelines and standards
- Manages customer expectations, reviews, and overall location image

Requirements:

- High school diploma or equivalent education
- Two years of leadership experience in the restaurant or retail industries
- Ability to work as part of a team and take charge
- Ability to work a flexible schedule, including evenings, weekends, and holidays



This will be the most important hire you make to help run your business. Make sure you accurately describe the characteristics and experience needed.

THE INGREDIENTS OF SUCCESSFUL HIRING

It's challenging to find the ideal fit for the role, especially during the current labor shortage, but Sprockets can help. Our AI-powered platform has all the tools you need to increase applicant flow, evaluate potential hires, and improve overall employee retention. Here's how it works:



Free Job Postings

Easily advertise open positions on popular job boards, like ZipRecruiter and Snagajob, for free (\$400 value).



Virtual Recruiter

Get a Virtual Recruiter to augment sourcing, reengage past applicants, and send alerts when an ideal applicant is found.



Applicant Matching System

See which applicants are the ideal fit for your team based on shared characteristics with your best employees.



Personality Assessments

Reveal key characteristics of your top performers and incoming.

Visit www.sprockets.ai to learn more about our AI-powered platform and start finding the best restaurant workers!

TESTIMONIALS

“If you’re on the fence, just the price should push you over because if it saves you one bad hire per year, you’re up money. That’s a no-brainer.”

Curtis Wilhelmi - McDonald’s

“Since bringing Sprockets online as part of our hiring process, we have been empowered to focus more on the candidates that closely match our hiring profile, generating a higher success rate of new hires in our system and eliminating wasted interview time.”

Bob Fenzel - Wingstop

“We’re pleased with the investment, and we are absolutely going to continue to [use Sprockets] because it cuts down the amount of time we would spend on bad interviews.”

Michael Mann - Chick-fil-A

BECOME THE NEXT SUCCESS STORY

It's time to turn your struggle into success with the power of Sprockets! You can post jobs for free to Google, Facebook, Adzuna, and Snagajob (\$400 value) from our platform, get a Virtual Recruiter to augment sourcing and re-engage past applicants, and see who is the ideal addition to your team. It reduces costly turnover and enables managers to focus on important daily operations rather than the tedious tasks of recruitment.

Visit www.sprockets.ai now to start finding the ideal applicants with Sprockets!



interviews.”

Sources Referenced

1. Glatzhofer, R. (2018, August 1). 4 New Job Stats That Will Help You Attract Candidates. LinkedIn.
2. Indeed. (n.d.). How to Write a Job Description.
3. Steiner, K. (2017, June 26). 3 Fresh Job Description Formats You Should Try (and Which One Works Best for Your Prospects). LinkedIn.
4. US Bureau of Labor Statistics. (2021, May 11). Job Openings and Labor Turnover Summary.
5. Wagner, D. (2018, December 5). How to Craft a Job Posting That Attracts the Best Candidates. Forbes.

