



THE IMPORTANCE OF GETTING THE JOB TITLE RIGHT

Your job title is one of the most crucial parts of posting a job on Granted. Not only should it be descriptive enough to let the job seeker know if it is what they are looking for, but it should include keywords often used when searching for jobs. If the job title is too brief, it might not contain enough keywords for searches. If it contains too much information, it becomes distracting. Here are some tips and information on why job titles are important and how they should be written.

Use Widely-Known Job Titles One of the most important things to remember when writing a job title is using only widely-known and familiar job titles. If your human resources department calls a “data entry clerk” a “data analyst processor II” your position might not be understood. Do a little research to find out the actual title of the position that others will recognize and search for.

Include Abbreviations and Full Spelling Some job titles have common abbreviations, which is good to use. If you can fit in both in the title, do so. This helps job seekers that only use the search function and may either be typing the full title, or just the abbreviation. For example, if you are looking for a registered nurse, also include “RN” in the title, as it is very commonly used.

Add Keywords Including keywords in the title is also important, as it helps with different types of searches, including keyword search and the Advanced Search option on Granted. For the registered nurse position, you might want to include keywords that explain the type of organization or the specialty of nursing it is in.

Include a Brief Description of the Job If you have room in the title with the words allotted, include a very brief description of what the job is. This means if it is a data entry job where they also handle general office tasks, include that somewhere in the title.

Include the Job Level Finally, try to include the job level if it is pertinent to the position, such as entry level, managerial, or experience when posting on Granted.

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