**Guidance for Job Postings**

The job posting or job announcement is usually the first thing applicants see about your organization. Make it grab their attention with these tips:

1. **The Functional Job Title**

Large employers like state governments and universities often use generic job titles that don’t tell the applicant much about the position. Many employers will allow you to use a functional job title in addition to the official one. Think *Oncology Data Quality Analyst* versus *Public Health Representative IV*. Use words that are descriptive of the work but also help to catch a potential applicant’s eye; words like: coordinator, analyst, specialist, lead, quality, data, and informatics. Avoid words like supervisor or manager unless they are part of the job description as they have very specific meanings in the human resources world.

1. **The Audience**

Write your job posting for your target audience. Are you looking for an experienced CTR or will you “grow your own” from someone with no experience (and no CTR)? Your approach will be different in each case. In the former, you want to focus on marketing your organization over other employers, while with the latter you might want to sell the cancer registry profession in general.

1. **The Hook**

Use a brief introductory paragraph (1-3 sentences) to grab the applicant’s attention. What will be most exciting? These few sentences will determine whether someone will keep reading, and hopefully apply, or move on to something else. Professional recruiters and consulting companies do this really well. Think language like: *Do you want to be a part of the fight against cancer?* and *Become part of a team with a mission you believe in!*

1. **The Pitch**

Don’t just copy and paste the job description into a job posting. Job descriptions are written to be used internally and rarely make a job sound interesting. In some cases, they may not have much to do with the actually day-to-day work. Avoid including a long list of “examples of work” or “duties may include...”

1. **The Organization**

People want to know that the work they do matters. Include links to examples of how your registry’s data is being used. Think about data you’ve published or studies that cite your data. And don’t forget those NPCR Success Stories!