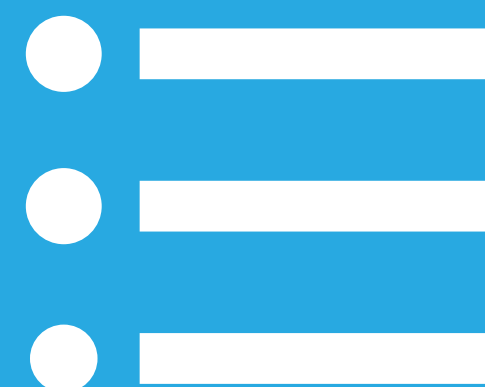




How to Write A Youth Friendly Job Posting

SIMPLE DESIGN AND LANGUAGE

Many youth read job ads on their phones. A simple design will transfer better to a mobile screen. Bullet points and bolding or underlining important messages will help to draw attention to the messages you want youth to read.



LOCATION

Many youth rely on public transportation or ride sharing to get to work. Knowing where the job is located is essential to knowing if they wish to apply. Adding the address or neighborhood or a phrase such as transit accessible will attract more local youth applicants.

COMPANY DESCRIPTION

Focus on the most important details first as eye tracking studies have shown many job seekers skim read items such as the company description. Try to be brief and not overwhelm the candidate with information.



JOB DESCRIPTION

Consider providing a one sentence, approachable description of the position. Example: Customer service and clearing tables. Provide clear, easy to understand job duties and try to avoid industry lingo the youth may not be familiar with and excess wordiness.

QUALIFICATIONS

Youth often do not have experience when applying so the qualifications section can deter youth. Ensure that what you ask for is required and consider adding words such as no experience required or training will be provided if you are willing to train employees.

