



UNITED STATES OFFICE OF PERSONNEL MANAGEMENT
Washington, DC 20415

The Director

Monday, July 15, 2002
MSG-051b

MEMORANDUM FOR: Heads Of Executive Departments And Agencies

Subject: Quick-Tips for Effective Job Announcements

Quick-Tips for Effective Job Announcements

- **Use Instructional Language.** Guide the candidate using familiar step-by-step language like this:

"To apply for this position, you must have the following qualifications"

- **Use Rhetorical Questions.** These are as familiar and engaging as Q&A's, but don't require an answer:

"Do you have the right background to apply for this position? To find out, see if you have the following"

- **Highlight the Value of the Job.** Accentuate what the position brings to co-workers, the agency, or the nation:

"Your duties in this position are to help the office function more smoothly by taking on these responsibilities - among others"

- **Use Familiar Language.** Make candidates feel that they belong. For instance, use language like:

"You should address job-related competencies or Knowledge, Skills, and Abilities, on a separate sheet of paper."

- **Use White Space and Bullets.** Candidates find densely formatted text difficult and unfriendly. Use white space and bullets, for example:

Are you:

- *A 30 percent compensable veteran;*
- *Eligible for a Veterans' Readjustment Appointment (VRA); or*
- *Severely handicapped?*

If so, we may be able to consider you for special hiring authority.

- **Use Interesting Headers.** Make sure headers guide the candidate to what they most need to know. Say:

How to Apply for this Position or How Can I Apply for this Position?

- **Put Results Where the Candidate Can See Them.** Focus on the beginning of a line or bullet:

Assure a smooth workflow by receiving, recording, sorting, collecting, mailing, and distributing incoming and outgoing work

- **Speak Directly to the Reader.** Use the second person "you" or imperative. For instance:

Provide a copy of your college transcript when applying...

- **Use Effective Structure.** Emphasize the most important information in the first paragraph and provide the least important information in the middle.
- **Provide Complete Information.** Either provide specifics or tell candidates where to find additional information.