This guide provides advice on how to write a good job posting and what to include in a job posting.

A good job posting meets the applicant’s needs, ensures that the applicant has sufficient knowledge and information to apply for the position and brands SDU as an attractive workplace.

**Short Description for Internal Candidates:**

Elaborate on the headline in a short teaser that describes what the position is about in brief and what the applicant can gain from applying for the position. This text also addresses Jobnet, LinkedIn and social media. It should attract the attention of potential candidates.

**Heading**

The headline should be precise, concrete and catchy. It must include the name or title of the position.

**Outline the tasks before the desired skills**

Use the job and skills profile as inspiration. Consider what is particularly important to emphasise about the position. What makes this job special? What areas of the job will motivate the applicant?

**A good, specific, open job posting**

In general, potential candidates are looking for a new job to get:   
- More opportunities for learning/skills development   
- New challenges   
- A better culture   
- Better pay and benefits   
- A position that matches their skill set   
- A position with a better work-life balance   
- Career development/promotion

It’s a good idea to describe which of these motivational factors the specific position has in the job posting.

Describe the 5-7 primary and prioritised tasks of the job. It’s a good idea to combine text and bullet points. You may also want to describe the job’s performance goals. What goals does the employee need to achieve to be successful?

Consider whether there are any specialised terms, IT systems or similar that need to be highlighted.

**Prioritise the desired skills**

Describe a set of desired skills rather than a checklist where candidates must be able to tick each and every skill off the list. This allows a greater pool of qualified candidates to apply for the position.

Start by describing the professional requirements and experience needed, as well as key personality traits.

**Specify education requirements**

Specify whether a specific educational background is a requirement or whether it may be legitimate to apply even if the educational background may be different than what is expected.

**Describe the workplace** (Faculty or department)

Candidates pay less attention to the description of the workplace; therefore it’s a good idea to communicate this information at the end of the job advertisement.

Provide details about the department (number of employees, organisational structure, culture, values and tone, references, etc.) You may also want to link to the unit’s website.

**Describe the recruitment process**

What are the next steps in the job process? Who can be contacted if there are any questions? It is of great importance for the candidates to know when the different deadlines are in the recruitment process.

**Describe the terms of employment**

Describe if it is a permanent position/temporary/project position/etc. of [number of hours] hours per week. For fixed-term employment, enter the period of employment here.

Describe that employment and remuneration are based on a collective agreement between the Ministry of Finance and [collective agreement and any joint agreement]. Start date and place of work are also indicated.

**D-VIP**

The employment takes place in accordance with a collective agreement between the Ministry of Finance and the Danish Confederation of Professional Associations for academics in the state with the associated circular on the protocol for the job structure for academic staff at universities and the provisions for the position of [External Lecturer, Teaching assistant], as described herein.

**D-VIP - Instruktorer**

Employment is pursuant to the rules in the collective agreement between the Ministry of Finance and Studenteransattes Landsforbund (the Danish association of student employees)/Foreningen af Danske Lægestuderende (the Danish association for medical students) for student teachers at universities with the associated protocol.

**Write the deadline and requirements for the application**

Describe requirements for CV, including that education and work experience must be specified with month and year.

Describe documentation of exams, experience, etc. based on the type of position.

You must upload two files: Motivated cover letter and CV including other documents that must be included in the assessment.

Open the link "Apply now", where you fill in the application form and upload your two files.

Mandatory:  
- Motivated Cover Letter  
- CV (including diplomas and teaching portfolio)

Optional:  
- References  
- List of publications  
- Up to 3 publications

Documents should not contain CPR number. If so, the CPR number should be crossed out.

All uploaded files mush be in Adobe PDF format.

Cover Letter and CV must max. take up 10 Mb.

The University of Southern Denmark wants to reflect the surrounding society and therefore encourage everyone regardless of personal background to apply for the position.