Checklist: How to Develop an Effective Job Ad

An effective ad should include the following components:

☐ A job title

☐ Minimum acceptable qualifications with respect to education or experience

☐ Essential job functions

☐ Typical duties and responsibilities

☐ Skills, certifications, or licenses required

☐ Forms and documents needed to apply for the job, as well as phone number or location for obtaining application forms

☐ Notice of whether successful applicants will have to undergo drug testing and pass a medical exam

☐ Nature of skills tests or other examinations and the approximate time and place for taking them

☐ Address of where to send the documents

☐ Deadline for application

☐ Date or time when those who meet minimum qualifications can expect notification about exams

☐ A statement confirming the jurisdiction's status as an EEO employer

☐ Whom to contact in case applicants wish to exercise their rights under the ADA and request reasonable accommodation during the application process.