

HOW TO WRITE EFFECTIVE JOB POSTINGS

Pratt Student Employment

A clear and intentional job posting helps students understand what the role involves and what they can gain from the experience. It supports them in deciding whether the position fits their skills, interests, and schedule — and can shape how they describe their work in future applications or interviews.

Use the guidance below to help you create a job posting that is informative, accessible, and student-centered. These are recommendations, not requirements, and can be adapted to fit your role.

Job Category and Title

Start by selecting the appropriate **Job Category**. Based on this selection, the system will display an approved list of job titles. If none of the listed titles fit your position, please reach out to the **CCPD Experiential Learning Team** at career-internships@pratt.edu to request a new one.

Job Description

This section is where you introduce your department, describe the role, and outline the core responsibilities.

Department Name: Include the name of the office or department that is hiring. *Students only see the cost center listed in the system*, which often doesn't clearly indicate which office is offering the position. Including this detail ensures students understand who they'll be working for.

Overview: Provide a brief overview of your office or department. Share what your team does at Pratt and how you contribute to the campus community. This gives students context for the role and helps them connect with your mission.

Job Description: Describe the job itself. Begin with a short paragraph that explains the purpose of the position — why it exists and how it supports your office's goals. Then, list the key responsibilities the student will carry out.

- Aim for **4 to 6 clear responsibilities** written in plain language.
- Use action verbs and avoid institutional jargon or internal acronyms that might confuse new applicants.
- Rather than listing every minor task, **focus on the main areas of work or recurring themes**. You can also explain how certain tasks are performed or how often, if helpful.

Learning Outcomes

We encourage you to include Learning Outcomes at the end of your job description to let students know what they will gain from the experience — not just what they'll do.

A good learning outcome is **specific and student-centered**.

Examples:

- "Learns how to manage deadlines and organize tasks using Google Calendar and Trello, supporting event planning and administrative workflows."
- "Develops technical proficiency and confidence using equipment such as laser cutters and 3D printers."

These outcomes show how the skills are developed in the context of the actual duties, which helps the student later articulate their experience in résumés, interviews, or reflection assignments.

Job Requirements

Use this section to define who you're looking for, but aim to keep it inclusive.

- **Minimum Qualifications:** Start with the baseline skills or characteristics a student needs to succeed in the role. For example, "Strong attention to detail," "Reliability and punctuality," or "Comfort using Google Docs."
- **Avoid Strict Requirements:** Avoid overly strict qualifications such as high GPAs or major-specific preferences unless truly essential. These may unintentionally discourage capable students who are eager to learn.
- **Preferred Qualifications:** If you have preferred qualifications, list them separately — these might include prior experience, comfort with a particular software, or interest in a specific topic area.
- **Availability Requirements:** Describe availability requirements, such as expected weekly hours or needed shift coverage (e.g., mornings, evenings, weekends).

NACE Career Readiness Competencies

As part of a campus-wide effort to align student employment with career development, we ask supervisors to select up to **2 NACE Career Readiness Competencies** that students are most likely to develop in this position. These competencies are based on national research and represent the skills employers value most in new graduates. Check out the short [guide](#) to help you choose the most relevant competencies.

Additional Information

If there's anything else students should know before applying — such as required training, the physical setting (e.g., lab, front desk, or outdoor space), or details about the working environment (e.g., benefits, growth opportunities) — feel free to include it.