



Grab students' attention with a title that reads like a headline. Make it sound inviting and intriguing.

*Hint: Starting with a verb creates a sense of energy (e.g., "Join us on our mission to...", "Help us [change the world in an amazing way], Discover the rewards of working in renewable energy).*

## CATCHY TITLE

Context. Share your organization's mission so that students understand your "why" and get excited about helping to achieve your goals .

This is a great chance to share a few details from your company story.

## WHY WE NEED YOU

Give an overview of the position, explaining how it contributes to the organizational mission.

Avoid HR-speak. Instead, speak directly to the student in language they can readily understand.

## HOW YOU'LL CONTRIBUTE

Present the list of job duties in a way that shows their relevance to the organization's mission and strategic goals.

Describe job duties in a way that's easy for students to understand—no jargon or buzzwords. Paint a clear picture of what daily work will look like.

## WHAT YOU BRING

Spell out the job requirements as precisely as you can. Qualify what you mean by terms like "proficiency" by giving examples of specific tasks the applicant should be able to perform.

Students new to the workplace may underestimate or overestimate their abilities, so give them concrete benchmarks they can measure their skills against.

## WHAT YOU'LL GAIN

Experiential learning students are seeking rich learning opportunities. Here's your chance to showcase unique experiences that will foster professional and personal growth.

What special achievements will the student be able to list in their resume once they've finished their placement? Those are the kinds of opportunities you want to describe.

## POSITION DETAILS

Clarify as many logistic and administrative details as possible. Include such items as location, hours of work, rate of pay, and any special equipment or dress requirements.

What might students want to know before they decide whether to apply for your position? Make sure you don't leave any of those questions unanswered.

## INTERESTED?

Clearly state the exact next step or steps an interested applicant should follow.

You may also want to include a contact name and number in case students have questions.