

Tips for Writing a High-Impact Co-op Job Posting

1 Job title

Include an accurate job title.

Most students are searching for their work term position by job title and keywords. Use a title that highlights the position accurately, such as “Summer Archives & Special Collections Co-op” instead of “Summer Library Student.”

2 Location and modality

Share the location and whether the position is on-site, hybrid or remote.

As we emerge from the pandemic, it is clear different work modalities are here to stay! Stating this information in the posting will help attract a more targeted pool of candidates.

3 Organization and culture

Provide a brief description of your organization, mission and values, culture, and anything else that sets you apart.

Students are interested in learning about what your organization is like beyond the job description. Sharing some information about your culture will attract candidates who are eager to contribute their ideas and skills to your organization!

4 Summary and responsibilities

Be direct about what the role involves, the day-to-day duties, and how the role fits into the big picture.

Sharing this information will help students picture themselves in the role and articulate how their interests, skills, and experiences can contribute to your organization's goals and the requirements of the position.

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5 Key skills and certifications

Highlight the skills and/or certifications that are essential to the role, including transferable and technical skills.

Co-op students have collected skills from a variety of settings including school, work, extracurricular activities, and volunteering. By understanding which skills are required, students can draw on their diverse experiences to craft their application and prepare for interviews.

6 Compensation and benefits

Including this information is optional but recommended, whether it is a fixed wage or a salary range dependent on experience level.

Wage information can help direct more traffic to your posting and increase your chances of finding the right student to fill your position.

7 Application instructions and contact information

Outline how the students should submit their application and who they should address it to.

Share the email or applicant tracking system link students should use to submit their application, which documents are required (e.g., resume, cover letter, transcript), file type, and a contact to address their application to if applicable.

Source: [CEWIL Canada](#)