



You made a great decision when you chose to post your job on MedReps, but choosing the right audience for your job posting will only get you so far. You need to make sure the job post itself has what it takes to catch the eyes of the busy medical sales professionals who are searching for jobs on MedReps.

Consider these *job post do's and don'ts* to ensure your job post gets the attention it deserves:

HOW TO ENSURE YOUR JOB POST GETS NOTICED

Do: Use keywords in titles



Your job title needs to be simple enough to convey the job's primary function, but specific enough to reveal something important about the job. When composing your job posting, think about the keywords job seekers are likely to plug into the job board's keyword search field. For example, instead of "Territory Manager" or "Clinical Consultant," say, "Surgical Device Territory Manager" or "Clinical Consultant - OR."

Don't: Get too creative or cutesy



Your job title should be different from others, but not so creative that a job seeker can't quickly understand what it is.

Do: Include differentiators



What makes your job different from the same one with a competitor? Let job seekers know why they should apply for your job over others in your job description.

Don't: Use lengthy descriptions



Your job description needs to be readable. Our survey found **90 percent** of medical sales reps use mobile devices in their job searches. Your job description needs to be short and sweet, so job seekers can quickly read it on any device.

Do: Include salary and compensation information



If you're not including compensation details, you're eliminating candidates. We found that 66% of MedReps users use the compensation filter, so a job without this data won't be seen by 2 out of 3 job seekers.

Don't: Be too brief



You don't want to be too wordy (see above!), but don't skip on important details. In a [Jobvite survey](#), 77.3 percent of job seekers said the job description was the most useful information in a job posting. Cut the fluff and boil your job description down to the most important details about the position.

Do: Refresh the posting date



On MedReps, jobs are archived 30 days after they are posted. Confirm that the job is still open (and float it back up to the top of the search results), by re-posting it with the current date.

Don't: List too many requirements for the job



Listing too many qualifications and responsibilities will overwhelm candidates and turn them away. Only include the requirements that are absolutely necessary for the job.