

clear**authentic**
B R A N D S

THE BETTER
JOB POSTING
BLUEPRINT

Better Job Postings =
Better Hires

3 SIMPLE STEPS TO USE THE BETTER JOB POSTING BLUEPRINT

1. CHANGE YOUR MINDSET

THINK RELATIONAL, NOT TRANSACTIONAL

Your job posting isn't just a list of tasks and qualifications—it's the first connection point with your future teammate. Think about it like a conversation. What kind of person do you want on your team? What would make them excited to work with you?

2. CHANGE YOUR MESSAGING

COMMUNICATE WITH PURPOSE

Use this blueprint to write a job posting that actually stands out. Talk about who you are, what you believe in, and why this role matters. Show candidates what makes your company worth their time. Make them feel like they belong before they even apply.



Pro tip: Don't stop there. Carry this intentionality through your whole hiring process—interviews, onboarding, and beyond.

3. BE AUTHENTIC

BUILD A CULTURE PEOPLE LOVE

Your words need to match what it's actually like to work for you. If you're talking about values and growth, make sure your team feels it every day. Be clear about who you are as a company, hire people who fit, and create an environment where they'll thrive.

When your culture and your messaging align, you won't just hire great people—you'll keep them.

USE THE BLUEPRINT TO ATTRACT THE KIND OF PEOPLE WHO MAKE YOUR BUSINESS BETTER.

JOB POSTINGS ARE RELATIONAL, NOT TRANSACTIONAL

THE TRANSACTIONAL APPROACH (THE TRADITIONAL METHOD)

A transactional job posting treats the process of hiring as a simple exchange: the company offers money, and the employee offers time and skills. These postings are typically cold and impersonal, listing:

- ◆ Duties and responsibilities.
- ◆ Required qualifications and experience
- ◆ Compensation and benefits.

This approach focuses on what the company needs and fails to consider what the candidate wants. It assumes that candidates will automatically be drawn to the position based solely on the listed details. This method leads to:

- ◆ Generic job descriptions that blend into the crowd.
- ◆ Candidates who apply out of necessity rather than genuine interest.
- ◆ Poor alignment between the company's values and the candidate's motivations.

THE RELATIONAL APPROACH (THE METHOD THAT ATTRACTS BETTER CANDIDATES)

Relational job postings acknowledge that people spend a significant portion of their lives at work, so the role should enrich their lives, not just compensate them for their time. These postings:

- ◆ Share the company's mission, culture, and values to attract like-minded candidates.
- ◆ Highlight the impact the role will have on the organization and its purpose.
- ◆ Speak directly to the candidate's aspirations, such as personal growth, fulfillment, and belonging.
- ◆ Create an emotional connection that inspires candidates to see themselves thriving within your organization

This approach leads to:

- ◆ Candidates who feel drawn to your company because it aligns with their values and goals.
- ◆ Higher-quality applicants who are excited about contributing to something meaningful.
- ◆ Stronger long-term retention because employees feel connected to the company's purpose.

KEY DIFFERENCE:

TRANSACTIONAL EXCHANGE VS. RELATIONAL CONNECTION

- ◆ **Transactional:** "Here's the job. Do the work. Get paid."
- ◆ **Relational:** "Join our team, make an impact, grow with us, and be part of something meaningful."

By focusing on relationships, companies attract the right candidates who are inspired to grow with the business.

THE BETTER JOB POSTING BLUEPRINT IS RELATIONAL

The **Better Job Posting Blueprint** focuses on building a meaningful connection with potential candidates. It's designed to help you create job postings that attract people who will thrive, contribute, and grow with your business.

WHY IT STANDS OUT

It bridges the gap between what your company needs and what the candidate needs, creating a win-win relationship. The blueprint outlines how to:

1. Highlight Your Company's Purpose and Values:

Show candidates what your business stands for and why it's a place they'll want to work.

2. Speak to People's Desire For Purpose & Meaning:

Emphasize how the role contributes to something meaningful, offers growth, and makes an impact.

3. Build Emotional Connection:

Communicate in a way that inspires, motivates, and gets people excited about the opportunity.

4. Show Them They Belong:

Focus on behaviors, values, and culture to attract people who truly align with your organization.

THE BETTER JOB POSTING BLUEPRINT

BETTER MESSAGING TO HIRE BETTER PEOPLE

1. START WITH YOUR COMPANY'S VISION AND VALUES

- ◆ A brief, inspiring overview of what your company stands for. Why
- ◆ your organization exists beyond just making a profit. The culture
- ◆ you foster and the values that guide your team.

EXAMPLE:

At [Your Company Name], we believe in creating meaningful solutions that positively impact our customers and community. Our team thrives on collaboration, innovation, and a shared commitment to excellence."

2. DESCRIBE THE IDEAL CANDIDATE

- ◆ The qualities, behaviors, and values you're looking for in a candidate.
- ◆ Who thrives at your company and what success looks like in this role.

EXAMPLE:

"We're looking for someone who loves solving problems, values teamwork, and shares our passion for making an impact. If you're resourceful, adaptable, and driven by purpose, you'll feel right at home here."

3. HIGHLIGHT THE ROLE'S PURPOSE AND IMPACT

- ◆ How the role contributes to the company's mission and goals.
- ◆ The impact the candidate will make on the team and organization.

EXAMPLE:

As a [Job Title], you'll play a critical role in shaping our customer experience and driving our success. Your work will help us deliver on our promise to [specific mission or goal].

4. SHARE GROWTH AND OPPORTUNITIES

- ◆ Opportunities for personal and professional development.
- ◆ How the role aligns with the candidate's aspirations and long-term goals.

EXAMPLE:

We're committed to your growth. You'll have opportunities to develop new skills, take on exciting challenges, and grow alongside a team that supports your success.

5. INCLUDE TRADITIONAL DETAILS, BUT KEEP IT ENGAGING

- ◆ Key responsibilities (brief and outcome-focused).
- ◆ Required skills or experience (keep it essential).
- ◆ Compensation and benefits (clearly and transparently).

EXAMPLE:

Your day-to-day will include managing projects, collaborating with teams, and delivering results that matter. We offer competitive pay, flexible work options, and a supportive environment that values work-life balance."

6. END WITH A CALL TO ACTION

- ◆ Encourage candidates to take action and apply.
- ◆ Reinforce why your company is a great place to work

EXAMPLE:

Ready to join a team that values your contributions and invests in your growth? Apply now and let's build something great together

TIPS FOR SUCCESS

- ◆ **Keep it Human:** Write like you're talking to a person, not filling out a form.
- ◆ **Be Inspiring:** Show excitement about your company and the role.
- ◆ **Be Authentic:** Don't oversell, or sound too formal. Be yourself—authenticity attracts the right people.

RELATIONAL: A BETTER JOB POSTING EXAMPLE

PROJECT MANAGER ELEVATION LUXURY HOMES

Location: [City, State]

Type: Full-time

WHO WE ARE

At **Elevation Luxury Homes**, we don't just build homes—we create spaces where families thrive and memories are made. We're passionate about combining innovative design, high-quality craftsmanship, and personalized service to deliver homes that are as unique as the people who live in them.

Our team is built on values that matter:

- ◆ **Safety First:** Every decision starts with protecting our people and projects.
- ◆ **Creative Problem Solving:** We find smart solutions to every challenge.
- ◆ **Honesty & Integrity:** We do what's right, even when it's not easy.
- ◆ **Family Comes First:** We prioritize people over profits.
- ◆ **Never Cut Corners:** Excellence is our standard, not our goal.

WHY YOU SHOULD WORK WITH US

We're not just building homes; we're building a team that feels like family. Here's why you'll love being part of Elevation Luxury Homes:

- ◆ A culture of respect, collaboration, and transparency.
- ◆ Opportunities to grow professionally and personally.
- ◆ The chance to make a meaningful impact on projects that truly matter.
- ◆ Recognition for your contributions and a team that celebrates success together.

THE ROLE: PROJECT MANAGER

As a Project Manager at Elevation Luxury Homes, you'll play a critical role in bringing our custom homes to life. This is more than just managing timelines and budgets—it's about ensuring every detail aligns with our commitment to quality, safety, and client satisfaction.

WHAT YOU'LL DO

- ◆ Oversee the planning, execution, and completion of luxury residential projects.
- ◆ Collaborate with clients, architects, and subcontractors to deliver exceptional results.
- ◆ Ensure safety protocols are followed at all times.
- ◆ Solve problems creatively to keep projects on track without compromising quality.
- ◆ Maintain clear communication with all stakeholders, ensuring transparency and trust.

WHAT WE'RE LOOKING FOR

We're looking for a leader who shares our values and is excited to build something extraordinary. The ideal candidate will:

- ◆ Thrive in a fast-paced, detail-oriented environment.
- ◆ Bring a strong background in residential construction project management. Be a skilled communicator and relationship-builder.
- ◆ Share our commitment to honesty, integrity, and going the extra mile.

WHAT WE OFFER

We know great people deserve great rewards. At Elevation Luxury Homes, we offer:

- ◆ Competitive pay and benefits.
- ◆ Opportunities for ongoing professional development.
- ◆ A supportive, family-first work culture.
- ◆ The chance to work on projects you'll be proud to showcase.

JOIN US

Are you ready to elevate your career and be part of a team that's raising the bar in luxury homebuilding? If you're driven by purpose, inspired by creativity, and committed to excellence, we'd love to meet you.

- Apply today and let's build something amazing together.

TRANSACTIONAL: TRADITIONAL JOB POSTING EXAMPLE (WHAT NOT TO DO)

PROJECT MANAGER ELEVATION LUXURY HOMES

Location: [City, State]

Type: Full-time

ABOUT US

Elevation Luxury Homes is a custom residential construction company specializing in high-quality, luxury homes. With years of experience in the industry, we pride ourselves on delivering exceptional craftsmanship and customer satisfaction.

POSITION OVERVIEW

We are seeking an experienced Project Manager to oversee luxury residential construction projects. The Project Manager will be responsible for planning, coordinating, and executing all aspects of assigned projects, ensuring they are completed on time, within budget, and to the highest standards of quality.

RESPONSIBILITIES

- ◆ Plan, schedule, and manage all phases of residential construction projects. Coordinate with clients, subcontractors, and suppliers to meet project goals. Monitor project progress and address any delays or challenges.
- ◆ Ensure compliance with safety regulations and company policies.
- ◆ Manage budgets, track expenses, and control costs.
- ◆ Conduct regular site visits to oversee progress and quality assurance.

REQUIREMENTS

- ◆ Bachelor's degree in construction management, engineering, or a related field (preferred).
- ◆ 5+ years of experience managing residential construction projects.
- ◆ Strong understanding of construction processes, materials, and regulations.
- ◆ Excellent organizational and time-management skills.
- ◆ Proficiency in project management software.
- ◆ Strong communication and interpersonal skills.

COMPENSATION AND BENEFITS

- ◆ Competitive salary based on experience.
- ◆ Comprehensive health benefits package.
- ◆ Paid time off and holidays.
- ◆ Opportunities for professional development.

HOW TO APPLY

Please send your resume and cover letter to [email address]. Applications will be reviewed on a rolling basis

TAKE THE NEXT STEP: FROM BETTER JOB POSTINGS TO A BETTER HIRING PROCESS

Job postings are an essential first step, but the real magic happens when your entire hiring process works together.

The **Hire Great People Framework** teaches you how to:

- ✓ Attract candidates aligned with your values
- ✓ Create clarity and consistency in your messaging.
- ✓ Determine fit and capacity using a proven process.
- ✓ Ask better interview questions.
- ✓ Confidently make better hiring decisions.
- ✓ Reduce turnover by hiring the right people.
- ✓ Build a strong, engaged team culture.

In less than 90 minutes, you'll have the tools to make better hires and start creating real change in your business.

Ready to get started?

Visit clearauthenticbrands.com/hiring-framework to enroll now!