Before You Post the Job

A practical recruiting readiness checklist for small businesses

A job post should be the result of a hiring plan—not the beginning of one. Use this checklist before advertising a position so you can recruit with greater clarity, consistency, and purpose.

How to use: Check *Ready* or *Fix first* for each question. Anything marked *Fix first* is worth settling before the job goes live.

1 Define the Need

	READY	FIX FIRST
Can I clearly explain why this position is needed now?	☐	☐
Have I decided whether this is a new position, replacement, temporary need, or expansion of existing work?	☐	☐
Do I know who this role reports to and how success will be measured?	☐	☐
Have I confirmed whether the position is full-time, part-time, temporary, seasonal, or another appropriate status?	☐	☐

2 Build the Role

	READY	FIX FIRST
Is the job description current and based on the work the employee will actually perform?	☐	☐
Are the essential duties separated from preferred or occasional responsibilities?	☐	☐
Are required education, experience, licenses, skills, and physical requirements genuinely job-related?	☐	☐
Have I removed unnecessary requirements that could shrink the candidate pool without improving job performance?	☐	☐

3 Check Pay & Classification

	READY	FIX FIRST
Have I established an approved pay range before recruiting begins?	☐	☐
Have I considered internal pay consistency and the market for this type of work?	☐	☐
Have I reviewed whether the role should be classified as exempt or nonexempt under applicable wage-and-hour rules?	☐	☐
If using a contractor rather than an employee, have I verified that the working relationship supports that classification?	☐	☐

4 Plan the Selection Process

	READY	FIX FIRST
Do I know who will review applications, interview candidates, and make the final decision?	☐	☐
Will candidates for the same role be evaluated using consistent job-related criteria?	☐	☐
Have interview questions been prepared in advance?	☐	☐
Do I have a simple method to document candidate strengths, concerns, and selection reasons?	☐	☐

5 Prepare the Candidate Experience

	READY	FIX FIRST
Does the job posting accurately describe the role, schedule, location, and key expectations?	☐	☐
Is there a clear application method and point of contact?	☐	☐
Do I have a realistic hiring timeline and a plan for candidate communication?	☐	☐
Am I prepared to close the loop with candidates who move through the interview process?	☐	☐

Your Pre-Posting Plan

Complete these five decisions before the job goes live.

Position title _____

Why we are hiring _____

Approved pay range _____

Hiring decision-maker _____

Target start date _____

5 Questions Your Job Post Should Answer

1. What will this person actually do?
2. What qualifications are truly necessary to do the job?
3. Where and when will the employee work?
4. What should a qualified candidate understand about pay and other key employment terms you choose or are required to disclose?
5. What should the candidate do next?

Before You Click "Post"

Read the posting once as the employer and once as the candidate. Confirm that it is accurate, understandable, job-related, and consistent with your actual hiring plan. Save the final version and document any later changes.

Need help getting the hiring process organized?

ThriveWell HR Consulting, LLC can help small businesses strengthen job descriptions, recruiting workflows, interview structure, onboarding preparation, and HR documentation.

Have a question? Visit **Ask ThriveWell** at thrivewellhrconsultingllc.com

Educational resource only. This checklist is not legal advice and does not determine compliance with federal, state, or local law. Hiring, wage-and-hour, pay-transparency, recordkeeping, and classification requirements can vary by employer and location. Consult qualified legal or other professional counsel when appropriate.