



**NEOED**

---

*How to Write Compelling*

# STUDENT JOB DESCRIPTIONS

---

*Are you attracting the*  
**BEST TALENT AVAILABLE**  
*with your current student job posting strategy?*

---



---

**Student employees are an integral part of most college and university workforce ecosystems.** Besides providing the school with low cost, dependable, and often tech-savvy employees, a campus position can be an enriching experience for students. From teaching accountability and responsibility, to understanding workplace dynamics, there are many advantages of a school job that can help students prepare for a career in the real world.

To ensure that both parties reap the benefits of student employment, it's important to find the right fit for the position. Remember that a job posted for students requires a different approach than for staff or faculty. Below are some tips on how to create enticing job descriptions that attract qualified student candidates.

*Make sure*

## THE JOB TITLE IS DESCRIPTIVE

---

When a student views job listings on your career site, the job title and department name are the first thing they see. Often, university jobs have generic, ambiguous titles like “Assistant II” that don’t convey what the job entails. **Knowing that your department name may not be enough to get the student to open the detailed description, consider jazzing up the job title.** The student is bound to see dozens of “Assistant II”-type listings, so instead consider going with something like “Sr. Assistant - Special Library Projects” or “IT Systems Assistant.”



*Establish whether the compensation is*

## PAY, WORK STUDY, OR A COMBINATION

---

Some students are looking to ease the burden of tuition, while others may want spending money. **Establish early on in the listing whether the job is eligible for work study, pay, or either** to ensure candidates don’t apply for jobs with a compensation format that doesn’t meet their needs.



*Steer away from labeling*

## JOBS AS “INTERNSHIPS”

---

Although some internships are paid, many are not and thus may not garner interest from prospective candidates. In addition, interns typically have a different experience than student employees, which can set unrealistic expectations on both sides that aren't likely to be met. For example, a student that applies for an internship will expect ongoing training and mentor-style guidance from a manager, whereas a manager may plan for the opposite and offer no hand-holding after the initial onboarding. So, rather than using the word “Intern”, try **“Assistant”** or **“Specialist”** which indicate an entry-level that position that may do the same work as an intern but without the mentorship or learning track portion.

*Paint a clear picture of*

## THE JOB'S FUNCTIONS

---

Many student employees are working for the first time in their lives, or have never held a job in a professional setting. You might assume that terms like “soft skills”, “reconciling statements”, or “resolving discrepancies” are self-explanatory, but they may not be for someone who has never had an office job. **Describe in detail what the student will spend an average day or week doing** in the job description. Don't forget to spell out commonly used acronyms if they directly apply to the role.

*Many student employees  
are working for the first  
time in their lives.*

*Specify job tasks*

## RATHER THAN SUMMARIZING

---

Don't assume that a description like "assistant will manage the director's calendar" is enough information for a student who may not understand what managing a calendar entails. Instead, say "the assistant will take inbound calls and respond to emails for appointments, schedule appointments and meetings in the director's calendar, and welcome visitors as they arrive for appointments." **The goal is to provide a more accurate and structured description of what to expect from the job.**

*Emphasize the*

## IMPORTANCE OF THE WORK

---

Just like any other employee, students want to feel like they are making significant contributions to the department or organization. So, **think about the value of the work and make sure it's being conveyed.** "The Library Assistant will help manage the critical project of updating book categories to better serve the entire campus' resource needs" is more likely to attract candidates than simply stating that the assistant will be, well, assisting.



*Entice students with on-the-job experience*

## FOR POST-GRADUATION

---

Student employees may be looking for a way to pay the bills while in school, but they also appreciate a job that has **transferable skills they can use later in their career** (or will look great on their resume). Try phrases like "The Assistant will gain crucial communication skills that will help them work across teams, collaborate with others, and present to large groups."

*Consider which requirements are*  
**REALLY REQUIRED**

---

Keep it simple – remember again that this is a job for someone who may have little or no prior experience. Instead of requiring proficiency in a specific software suite, **consider asking that the student candidate be “open to and comfortable learning new technologies.”** If there are online tutorials or you are willing to train, many students will catch on quickly but they may not apply for the job at all if they don’t believe they meet the requirements.

*Make the job posting*  
**A QUICK READ**

---

Although additional details help depict what a role will be like, **today’s students are on the go and likely browsing positions on a mobile device**, so use a skimmable format that makes it easy to understand the basic duties. Set a word limit of about 300 words, bold the highlights, and use bullet points instead of long single-spaced paragraphs.



*Students are likely  
browsing positions on  
a **mobile device***

---

NEOED is the leading provider of a comprehensive human capital management solution for educational institutions. Dedicated to supporting the complex needs and compliance requirements of education HR teams, NEOED's suite of three integrated modules – Recruit, Develop, and Manage – provide a centralized platform for managing the entire employee lifecycle. NEOED is a division of NEOGOV, which was founded in 2001 and serves over 6,000 public sector organizations. More information at [www.neoad.com](http://www.neoad.com).

---

**300+**

Schools & Colleges

**20+**

Years of Experience

**350,000+**

Employees Supported

**NEOED**

888.636.4681 | [contact@neoed.com](mailto:contact@neoed.com) | [neoed.com](http://neoed.com)