SPOTLIGHT: TRUCKING

Job Posting Best Practices

The need for commercial drivers continues to grow, with the Bureau of Labor Statistics projecting a 36.9% increase from 2014-2024. Employers like you turn to Indeed to fill the hiring gap. But **many trucking jobs never appear on Indeed** because they don't meet our job quality standards.

Simple changes to job titles, locations, and descriptions can help ensure your jobs appear where 250M unique monthly visitors are looking.² Even better, by following these guidelines, your jobs should stand out to job seekers and can help you get them filled faster!

Job Title Best Practices

The phrase "you never get a second chance to make a first impression" can also be applied to your job title. Clear and relevant job titles help job seekers find your post quickly and easily.



Be specific

Targeted job titles like "Class A Flatbed Driver" or "Owner Operator" are more effective than "OTR Driving Opportunities" or "O/O's - Up to \$10,000 Sign-On Incentive".



Be concise

Avoid anything that isn't the title of the job, especially details that are better left in the job description. Examples of things to omit from the job title are:

- + Salary/wage
- + Incentives
- + Multiple titles

- + Locations
- + Shift/working hours
- + Any attention grabbing verbiage

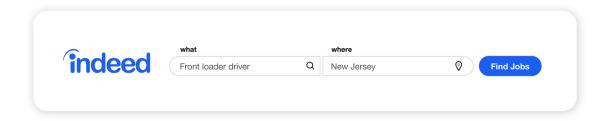


One title per job

While you may be hiring for multiple roles, each job title should be specific to only that role. Additional roles should be posted as separate jobs.

 $^1\!U.S.$ Bureau of Labor Statistics (2017); $^2\!Google$ Analytics, Unique Visitors, September 2018





Job Descriptions

Your job description is an introduction to your company and your employer brand, so draw the job seeker in with details about what makes your company unique.

Use a detailed summary that provides a company overview and job expectations.

Specify experience and certificate requirements so job seekers can determine if they are a fit.

Outline the core responsibilities of the position and let them know what to expect day-to-day.

If you are hiring nationwide, post a single job in each state. Identical jobs posted in multiple cities goes against Indeed policies and can negatively impact job visibility.

Training opportunities are generally not permitted on Indeed. This type of posting may prevent your jobs from appearing on Indeed.

Lease Purchase Jobs

Lease purchase jobs require additional information to help a job seeker understand the costs and expectations involved.

Provide information on the time and work required to become an Owner Operator.

Detail all lease costs and requirements in the job description. Job seekers should know any potential costs they may incur.

Focus on the details. The job description should center around the lease purchase, not only as an additional option.

Be transparent. If they are expected to carry their own insurance, create or contribute to an escrow account or pay for plates/tolls/scales, let them know.

Job descriptions between 700 and 2000 characters get up to 30% more applies³

³Indeed Data (worldwide)

