

Recruitment Resources | LinkedIn Job Postings

Purchasing a LinkedIn Job Posting

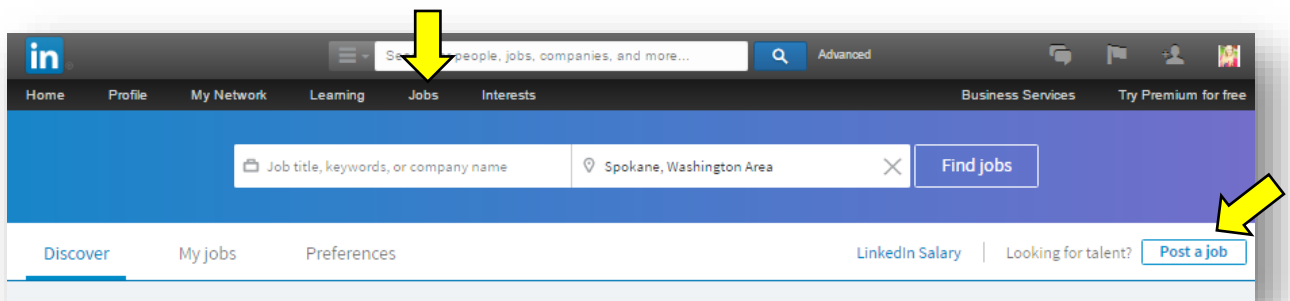
You can purchase a 30-day job posting on LinkedIn from the Jobs page that allows the job to be searchable and viewable by all members, and recommended to appropriate members through the [Jobs You May Be Interested In](#) feature.

The price of the job posting varies by geographical location.

NOTE: To place the job posting you will need to log-in to your personal [LinkedIn](#) account or create an account in order to link the posting to Washington State University. It is **important to correctly link** the posting to Washington State University's LinkedIn page so users can easily find openings associated with the university.

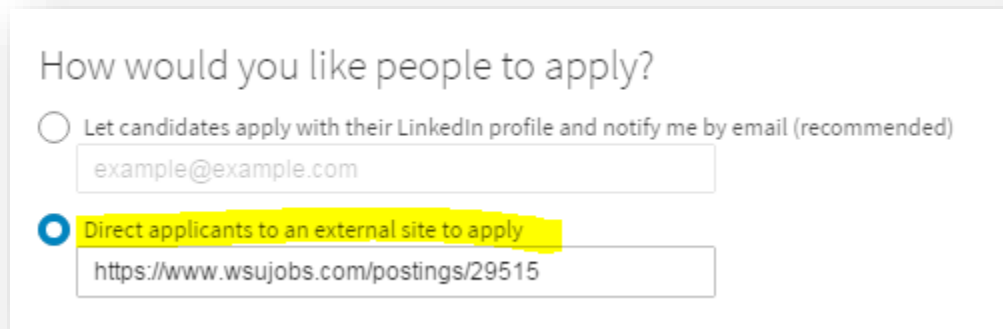
Once you are logged into your personal account:

1. Click *Jobs* at the top of your homepage.
2. Click the *Post a Job* button on the right.



3. Enter the job's title and location to determine pricing.
4. Click Start job post.
5. Complete the required fields on the next page: Job function, employment type, company industry, seniority level, job description.

6. Make sure that you include direct link from WSUjobs.com (see example below using a sample URL. Each URL will be specific to each position) You do not want to receive applications via email.



The screenshot shows a form titled "How would you like people to apply?". It has two radio button options. The first option is "Let candidates apply with their LinkedIn profile and notify me by email (recommended)", with an email address "example@example.com" entered in the text box below it. The second option is "Direct applicants to an external site to apply", which is highlighted in yellow. Below this option, the URL "https://www.wsujobs.com/postings/29515" is entered in the text box.

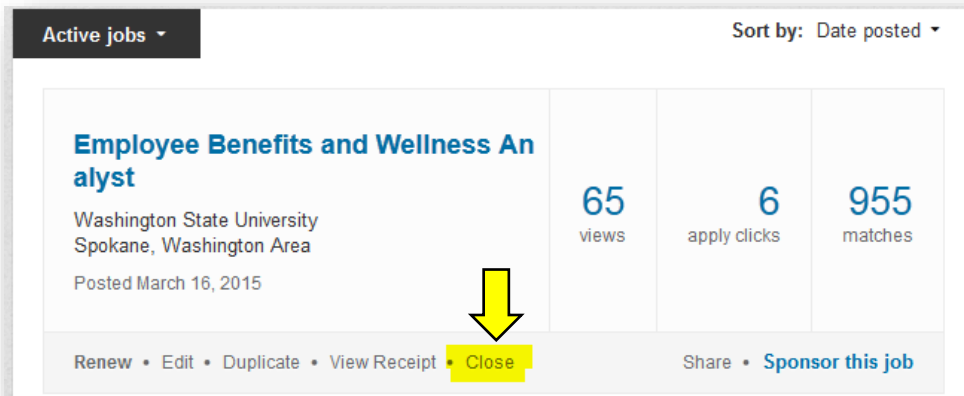
7. Uncheck the "show my profile on the job post button"
8. Click *Continue*.
9. Enter your purchasing card information and click *Review order*.

You will receive a confirmation email (to the email associated with your LinkedIn account) when your job has been posted. You also have an option to print a receipt immediately after posting the position. You can go back and manage your job at any time from the Jobs page.

Additional tips for posting a job to LinkedIn

- To show your company's logo on your job post, fully type your company name in the Company field and click your company name (Washington State University) from the dropdown list.
- By selecting your company name from the dropdown list, your job post will be added to your [Company Page](#).
- Choose an industry that best fits your company from the *Industry* dropdown list. To choose a second industry, click the plus sign.
- As you type in the *Job Title* field, you will see a list of standard title suggestions. Choose a title from this list to help qualified candidates find your posting during their job searches.
- More job functions can be added by clicking the plus sign next to the Job Function field.
- Once the Job Title field is selected, you can click the *See examples* link to view sample text for similar jobs posted on LinkedIn.
- Fill in the Desired Skills & Expertise field with the skills you are looking for.
- In the How Candidates Apply section, insert a valid web site URL to direct the jobseeker to the posting on [WSUjobs.com](https://www.wsujobs.com)
- Be sure to unselect the [Show your profile summary in the job posting](#) to ensure that you remain anonymous as the individual who has posted the job.
- If you have previously purchased a job pack for the location you have specified, you will be able to apply your credit. If you would rather pay by credit card, you will have the option to do so on the payment information page.

- If your position closes before the 30 day posting expires you will want to log-in to your account, navigate to the “active jobs” section and “close” the posting otherwise jobseekers will be directed to a broken link.



Sponsoring the Job

Sponsored Jobs is a pay-per-click solution that enables you to highlight your jobs in front of more relevant candidates by bidding for prime placement in the jobs presented to them. LinkedIn matches profile information with content in your job description and puts your Sponsored Jobs in front of the right candidates, even if they're not actively searching for a new position.

You can choose to sponsor a job when you create the posting:

1. Click *Jobs* at the top of your homepage.
2. Click the *Post a Job* button at the *top* right of the page
3. Click *Post a Job*, complete the job information, and click *Continue*.
4. Click *Yes, sponsor my job* to enable the options.
5. Enter the desired amount in the *Cost per click* field.
6. Enter the desired amount in the *Total budget* field.
7. Click *Continue*.
8. Complete the billing information.

If you have already posted your job:

1. Click *Jobs* at the top of your homepage.
2. Click the *See all your jobs* link on the right.
3. Find the job you wish you sponsor and click *Sponsor*.
4. Enter the desired amount in the *Your bid* field.
5. Enter the desired amount in the *Total budget* field.
6. Click *Start Campaign*.
7. Complete the billing information.

Note: You will not be billed until people start clicking on your sponsored job. Your job will no longer be sponsored after you reach your total maximum budget, but the job will still be listed on the site until its expiration date.