



Writing a Job Posting

Purpose: Compose an advertisement for a position in your practice.
 Preparation: Select an LVC team role. Collect any information about the position that has already been written, such as job descriptions, previous job postings, performance reviews, and organizational charts.

Practice name: _____ Date: _____

Position information

A. What does your practice do? (LVC focus, general ophthalmology, full-service eye care, etc.)

B. Describe the work environment (fast-paced, progressive, leading-edge technology provider, etc.):

C. What is the job title and what are the main responsibilities of this role?

Job title: _____

Main responsibilities: _____

D. What qualities (friendly, assertive, organized, etc.) should the ideal candidate possess?

E. What skills should the ideal candidate possess?

F. What education should the ideal candidate possess?

G. What specific experience should the ideal candidate possess? What level of experience?

H. What other special requirements are there for this position?

I. Do you want to answer questions about the job?

Yes No

If yes, who is the contact? _____

What is their contact information?

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J. What application materials should the candidate supply? (resume, references, cover letter, etc.)

K. Where should applications be sent? To whom should they be addressed?

Job posting 3:

Writing your advertisement

A. Where will you post your ad? List each site (web site, local newspaper, regional newspaper, etc.) and its space limitations separately.

Posting site	Length
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B. Write your job posting using the information you gathered on this worksheet.

Job posting 1:

Job posting 2:

WHAT NOW?

Share your completed worksheet with your BDM as you work together to develop an Action Plan. Keep your completed worksheet for future reference — it will serve as an instructive benchmark of your practice at this point in time