

Use this checklist before publishing a child care or early learning opportunity. A complete posting helps candidates understand the role, decide whether it meets their needs and find it more easily when searching online.

1. ROLE AND ORGANIZATION

- ☐ Use a recognizable title, such as Registered Early Childhood Educator, Early Childhood Assistant, Child Care Supervisor or Supply Educator.
- ☐ Briefly introduce your organization, its approach to early learning and the community or families it serves.
- ☐ Identify the program, site and age group connected with the position.
- ☐ Describe the day-to-day responsibilities and how time is divided among classroom, programming, administrative or supervisory duties.

2. COMPENSATION AND SCHEDULE

- ☐ State the hourly wage or annual salary. Explain whether wage enhancements or other applicable funding are included.
- ☐ Identify the expected hours per week and whether the role is full-time or part-time.
- ☐ Include normal shifts, days of work and any opening, closing, split-shift, evening or weekend requirements.
- ☐ List health benefits, paid time off, pension participation, professional learning, tuition support or other workplace benefits.
- ☐ Specify whether the opportunity is permanent, temporary, contract, seasonal, casual or supply.

3. QUALIFICATIONS AND SKILLS

- ☐ Clearly state whether College of Early Childhood Educators registration is required.
- ☐ List required education, experience, First Aid and CPR, screening or other certifications.
- ☐ Separate essential requirements from qualifications that would be considered an asset.
- ☐ Use clear, commonly understood language and explain unfamiliar acronyms.
- ☐ Include only qualifications genuinely needed to perform the role.
- ☐ Identify the interpersonal, communication, programming or leadership skills important to success.

4. LOCATION AND APPLICATION

- ☐ Provide the complete work location so candidates can consider transportation and commuting requirements.
- ☐ Explain how to apply and identify the documents candidates should submit.
- ☐ Include an application deadline or indicate that applications will be reviewed on an ongoing basis.
- ☐ Provide accommodation information and a contact for candidates who require support during recruitment.

QUICK TEST

Could someone unfamiliar with your organization understand the work, wage, schedule, location, qualifications and application process without searching elsewhere?

NOTES AND FOLLOW-UP

5. FINAL QUALITY CHECK

- ☐ The title uses words candidates are likely to search for.
- ☐ The wage, location, schedule and employment type are easy to find.
- ☐ Short paragraphs and bullet points make the posting easy to scan.
- ☐ The tone is welcoming, professional and consistent with your workplace.
- ☐ The posting explains what makes the opportunity and organization appealing.
- ☐ Spelling, grammar, links, email addresses and application instructions have been checked.
- ☐ The posting complies with applicable employment, accessibility, human rights and privacy requirements.
- ☐ A current employee or colleague has reviewed the posting for clarity.

6. AFTER PUBLISHING

- ☐ Confirm the posting appears correctly on the original website.
- ☐ Search Jobs First Durham within several hours if the original website is indexed.
- ☐ Make sure the location displays correctly on the Jobs First Durham Job Map.
- ☐ Track the number and quality of applications and note where candidates found the posting.
- ☐ Review results and improve future titles, descriptions, wages or outreach as needed.

AVOID THESE COMMON PROBLEMS

- Internal titles, unexplained abbreviations or acronyms
- Phrases such as guru, rockstar or superstar
- Special characters or unnecessary wording in the title
- Large, difficult-to-read blocks of text
- Combining required and preferred qualifications
- Qualifications that are not genuinely necessary
- Generic descriptions that do not explain the work
- Missing wage, location, schedule or employment type
- Making candidates search elsewhere for basic details

WHY COMPLETE POSTINGS MATTER

Clear postings help candidates make informed decisions and can improve the relevance of applications. Complete wage, skill, location and employment information also supports more accurate local labour market insights.

Ready to recruit?

Jobs First Durham promotes Durham Region opportunities at no cost and provides local workforce information to support recruitment planning.

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RECRUITMENT NOTES AND NEXT STEPS
