

The Multi-Posting Playbook



Write one great job entry, reach every major board, and know which one delivered

Part 1 — The master job entry

When one entry feeds every board, quality compounds: a stronger title and description improves results everywhere at once.

- ☐ Title = what a candidate would type into a search box: "Line Cook", "Delivery Driver", "Office Manager". No internal titles, no "rockstar/ninja/guru", no ALL CAPS.
- ☐ Include the city in the location fields (not the title) - boards use structured location to show your job to nearby candidates.
- ☐ Description structure: 2-line hook, then day-to-day duties, then requirements (only real ones), then pay and schedule, then how hiring works ("apply in 3 minutes, we respond within a day").
- ☐ State pay or a pay range. Several states require it, and postings with pay consistently attract more applicants everywhere.
- ☐ Add 3-4 knockout screening questions so volume from big boards arrives pre-filtered.

Part 2 — Launch checklist

- ☐ Publish once and confirm the job actually appears on each major board within 48 hours.
- ☐ Test-apply from your own phone: every board, all the way through.
- ☐ Check that applications from every board land in one dashboard - if some arrive by email, fix that now, not during a hiring crunch.
- ☐ Watch the first 48 hours of applicant flow; a searchable title change at hour 24 beats waiting a week.

Part 3 — Know which board delivered

Once a week, note per role: applicants per board, qualified applicants per board (passed your screening questions), and where interviews and hires came from. After a month you will know which boards deserve your attention - judge boards on qualified applicants and hires, never raw volume.

Part 4 — Refresh and close discipline

- ☐ Refresh long-running posts every 2-3 weeks: retouch the title or first lines so boards treat them as current.

	Close filled jobs the same day - stale postings burn applicant goodwill and can hurt your standing in board search results.
	Keep evergreen postings only for genuinely always-open roles, and say so honestly in the description.
	If a board rejects a posting, check the usual causes first: vague title, missing location, requirements phrased in ways that read as discriminatory, or missing pay where law requires it.

This is the workflow NinjaGig automates: one entry, automatic distribution to the major boards, every applicant in one dashboard, and per-board source tracking built in - ninjagig.com.