**Position Summary**

Write a posting summary that markets your position to applicants. The first sentence or 300 characters is critical to draw an applicant’s interest to want to learn more about your position.

**Key accountabilities and responsibilities** – identify the most critical tasks that are assigned to your position and list in bullet format always starting with an action word. A scanable list will keep an applicant’s attention and interest.

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Develop a **marketing statement** about your department, school or utilize the UB statement to help the applicant learn some details about the exciting events happening at UB.

**Qualifications**

Specify the minimum degree required for this position.

Identify and list what the applicants must be familiar, knowledgeable, advanced knowledge or expertise that a candidate must have and that it is preferred a candidate possess for this position.