SOFTROCK
WHERE SOFTWARE ROCKS

Copywriter Manual

Table of Contents

COMMON TERMS YOU WILL HEAR 2

Category List 3

HOW OUR SYSTEM WORKS 4

TECHNOLOGY 5

Setting up a Proxy 5
How to Remove Words From Your Personal Firefox Dictionary 7
How to View Saved Passwords in Firefox 7
A Guide to Webmail 11
  Checking Your SoftRock Email 11
  How to Create A Signature in Webmail 12
  Setting Up Mail Alerts 14
  Adding Contacts to Your Address Book .... ***Error! Bookmark not defined.***
A Note On Facebook .... **Error! Bookmark not defined.**

THE MEDIA ANALYST 18

  Step 1: Identify your target market and industry 18
  Step 2: Find a job that meets your criteria 19
  Step 3: Choosing the Best Jobs 19
  Step 4: Scanning the job ad 21
  Step 5: Entering the job information 21

THE COPYWRITER 23

The nuts and Bolts of Writing Ads 23
How to write a job ad for our department 26
Remember your audience 26
Keywords 26
Our Ad Style 28
What to include in your rewrite 28
What not to include in a rewrite 29
What disqualifies a job 29
  Unacceptable Certifications / Licensing 30
  Acceptable Certifications / Licensing 30
Some Dos and Don'ts of Writing 31
Rewrite Formats 33
  Paragraph 36
  Bullet 37
  Hybrid 38
  Mail Jobs 39
  Special considerations for writing Mail ads 40
How to say it 40
  Openings 41
  Experience Phrases 42
  Requirements Phrases 43
  Endings / Phrases 45
  Pay / Compensation 47
  Adjectives 48
  How to write a high school education requirement 49
  Approved Abbreviations 49
  Abbreviations that should NOT be used 49
  Hyphenated words that should be written as two (or more) words 50
  Hyphenated words that can be written as a compound word to avoid spacing issues 50
  Common words and phrases where you should use hyphens 50

Common split compounds that should be written as one word *50*

THE COPY EDITOR 51

COMMON DECLINE REASONS 58
Common Mail job Decline Reasons *62*
Examples of Mail jobs that have been rejected by the Mail Job team *62*

NOTES 64

> *The only constant is change, continuing change, inevitable change; that is the dominant factor in society today. No sensible decision can be made any longer without taking into account not only the world as it is, but the world as it will be.*
>
> *— Isaac Asimov*

Congratulations! You're a Copywriter. You're pretty important here. Nothing gets done without you. In fact, what you write drives our business.

This manual outlines the rules and guidelines you'll need to understand to properly perform your job at SoftRock. We would like to stress that *everything* you are about to learn is subject to change. Isaac doesn't lie; here at SoftRock it *can* and it *will*, often and fast. The "notes" section at the end of this manual will come in especially handy then.

At this point you're probably wondering what it is you're going to actually be doing day-to-day. Your job is to rewrite selected job ads from various internet job boards to make them more appealing to job seekers. Your primary purpose as a Copywriter is to drive traffic to our verification center. We want people to read our ads and think, "I can do that. I want to apply for that job." While applying for the job through one of our websites, they will be asked if they would like to further their education. This is a form of advertisement we offer and how we generate revenue. We want them to click the link, follow our lead, and ultimately speak to one of our Product Advisors to inquire about furthering their education. When they do, we're paid for that inquiry by one of the schools we advertise for.

We accomplish this by rewriting a lot of job ads. We select entry level jobs that fit specific categories in selected markets all over the United States. We work from a master grid that tells us which type of job needs to be posted for each location and how it's going to be delivered (feeds, manual mail, Craigslist). Nothing is random and every ad you write fills a specific slot in the master grid. Currently, our department is tasked with posting 2,500 ads per day for a total of 12,500 a week.

You've joined a winning team with great potential. Right now you have an opportunity to learn a great deal about SoftRock as a company. Use it wisely, work hard, and your efforts and dedication will be noticed. In fact, many of our management team started in entry level positions similar to this one.

COMMON TERMS YOU WILL HEAR IN THE MEDIA DEPARTMENT

Ad – Refers to an original job ad found on the web. These are what we use to create our postings.

Category – They type of job ad needed or used. Every job you write will fall into one of these categories.

Copy Editor – Position responsible for checking rewrites for quality and clarity.

Copywriter – Position responsible for rewriting original job ads.

Craigslist – Refers to either the Craigslist.com project or postings on the site. Craigslist is an online “classifieds” for all of the major markets across the U.S. The listings include job boards for each market, which is where we post some of our job ads.

Daily – This refers to a spreadsheet or grid that contains the information about jobs, and therefore the rewrites, needed to be created for a specific project on a specific day. The dailies are used by multiple teams to track information and complete processes within the company.

Direct Verify (DV) – The type of jobs used on the Job.com project.

Employer Network – Our proprietary software used to locate, write, approve, and post jobs.

Feeds (collectively) – When posting rewrites, this collectively refers to the Indeed, JuJu, Top USA, and Jobs-Careers job feeds. This can also refer to the various job feeds we pull jobs from such as SimplyHired.com.

Indeed – One of our primary job feeds where we both post jobs and have additional types of feed campaigns to generate revenue.

Job.com – A job board manned by our Job.com team of Copywriters.

Job board – A website with a collection of available jobs on which job seekers can search and then apply for the open positions.

Job feeds – Aggregators or search engines that search the Internet for jobs.

Job seekers – Our target audience of people actively searching for entry level positions.

Jobs-Careers – One of our newest job feed partnerships where we post rewritten job ads.

JuJu – A job feed where we post rewritten job ads.

Keywords – Words or skills commonly searched and directly related to a specific position or job category.

Manuals – A type of Craigslist job rewrite. These are posted to Craigslist by Media Buyers under individual company accounts. These ads have a direct “dummy” email address in them and are responded to individually by our manual response team.

Media Analyst – Position responsible for finding the jobs for our Copywriters.

Media Buyer – Work at home employees across the U.S. who post jobs on Craigslist and other job boards for SoftRock.

Organic – Unique traffic source coming from unpaid listings on search engines or directories.

Pay per applicant (PPA) – Campaign used to drive relevant traffic through the use of keywords searched on job boards and search engines. Each applicant generates revenue.

Pay per click (PPC) – Campaign used to drive relevant traffic through the use of keyword searches on job boards and search engines. Each click on a link generates revenue.

Publisher – Traffic source coming from paid listings on search engines or directories generally using PPC or PPA campaigns.

Publishing format – This determines which one place a rewrite will be sent in addition to any selected feeds.

Rewrite – A version of an original job ad created by a Copywriter.

Relevancy – Being connected to the matter at hand and related to the current search. For example, having a Customer Service Representative position come up on a job board while searching for a Customer Service job opening as the position is *relevant* to the search term.

Search Engine Optimization (SEO) – The process of improving the visibility of a website or a web page in search engines, such as Google, via the un-paid (organic) search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine's users.

Standards – A type of Craigslist job rewrite. These are posted to Craigslist by Media Buyers under individual company accounts. Replies are sent to the email associated with that media buyer email address and receive an automatic reply directing job seekers to contact the verification center to complete their application.

Territory - The targeted city and state location for a job ad.

Top USA – A job feed where we post rewritten job ads.

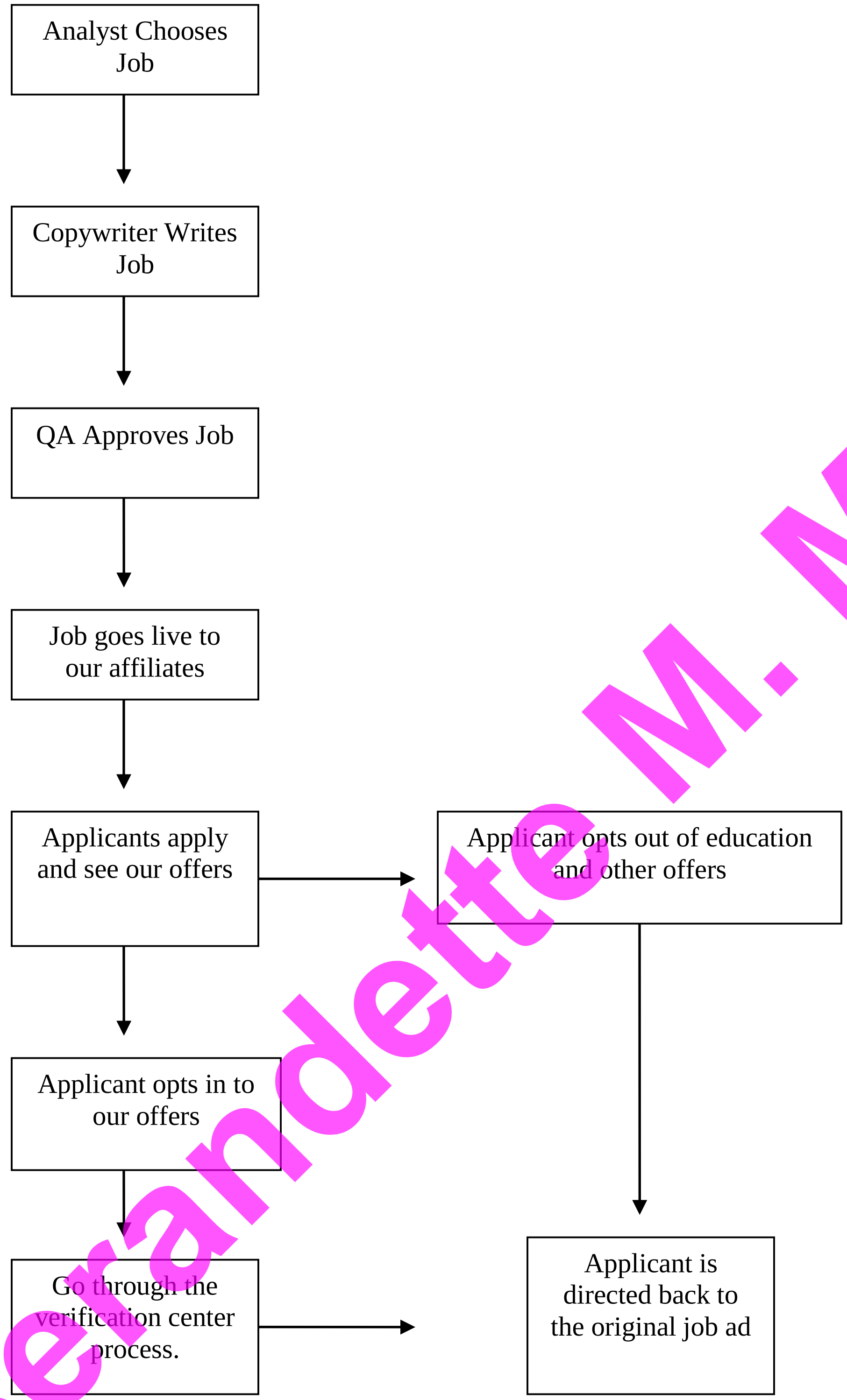
Traffic sources – Collectively, all areas that drive job seekers to our call centers.

CATEGORY LIST

Every job you write will fall into one of these categories. There can be overlap and a job may fit multiple categories. If you have questions on how to gear your ad or you are unsure based on the original job ad what you should use, reach out to a Manager and they can assist you.

- Accounting / Auditing
- Administrative / Clerical
- Advertising / Marketing / Public Relations
- Arts, Entertainment, and Media
- Computers / IT
- Construction, Mining, and Trade
- Customer Service and Call Center
- Education, Training, and Library
- Health Care
- Hospitality / Tourism
- Human Resources / Recruiting
- Law Enforcement / Security
- Manufacturing and Production
- Restaurant and Food Service
- Retail / Wholesale
- Sales
- Sports and Recreation / Fitness
- Transportation
- Warehouse

HOW OUR SYSTEM WORKS


Analyst Chooses Job
Copywriter Writes Job
QA Approves Job
Job goes live to our affiliates
Applicants apply and see our offers
Applicant opts out of education and other offers
Applicant opts in to our offers
Go through the verification center process.
Applicant is directed back to the original job ad

Our revenue comes from vendors for inquiries who are interested in continuing their education. Our partners report an enrollment percentage of approximately 8% from our inquiries. The industry standard for these partnerships is about 2%. That makes our service, and the ads you rewrite, extremely valuable. Without well-written ads to draw in job seekers, the system doesn't work.

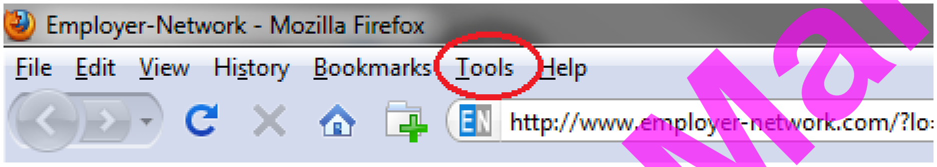
TECHNOLOGY TUTORIALS YOU MAY NEED

As a web based company, we SoftRockers are naturally heavy technology users. We write copy for either the web or emails, managers get alerts through instant messaging, and important announcements are sent through email. As Copywriters, you will spend a lot of time on the web reviewing, searching for and verifying jobs and employment information. We expect you to use these tools responsibly and for work-related purposes during work hours.

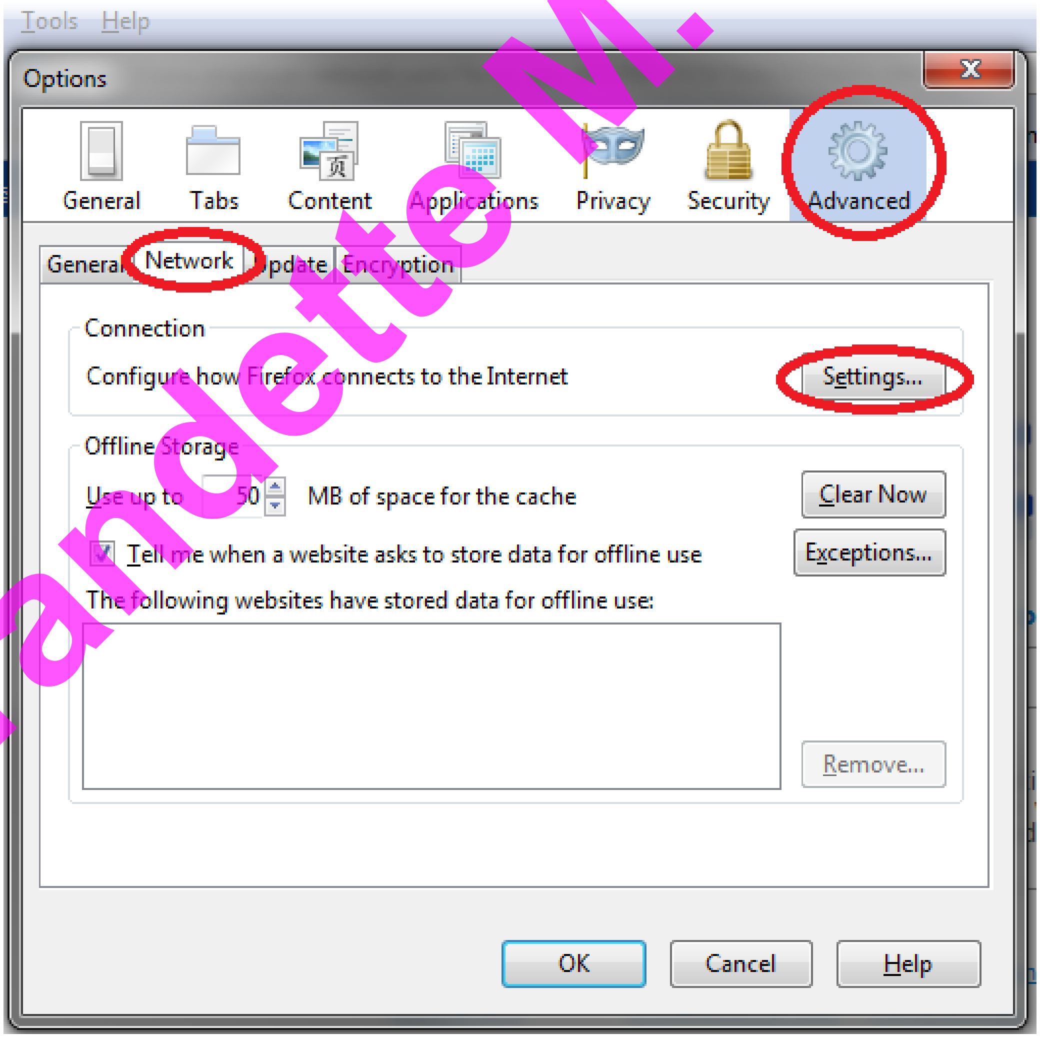
SETTING UP A PROXY

The SoftRock network will not allow some sites to display without using a proxy. To set the proxy in Firefox web browser, follow these steps:

Open Firefox and click "Tools" from the top navigation bar. From the list, choose "Options".


Employer-Network - Mozilla Firefox
File
Edit
View
History
Bookmarks
Tools
Help
EN
http://www.employer-network.com/?lo

Click on the "Advanced" tab and select the "Network Tab" on the submenu. Click the" Settings" button.


Tools
Help
Options
General
Tabs
Content
Applications
Privacy
Security
Advanced
General
Network
Update
Encryption
Connection
Settings...
Offline Storage
Clear Now
Exceptions...
Remove...
OK
Cancel
Help

Configure how Firefox connects to the Internet

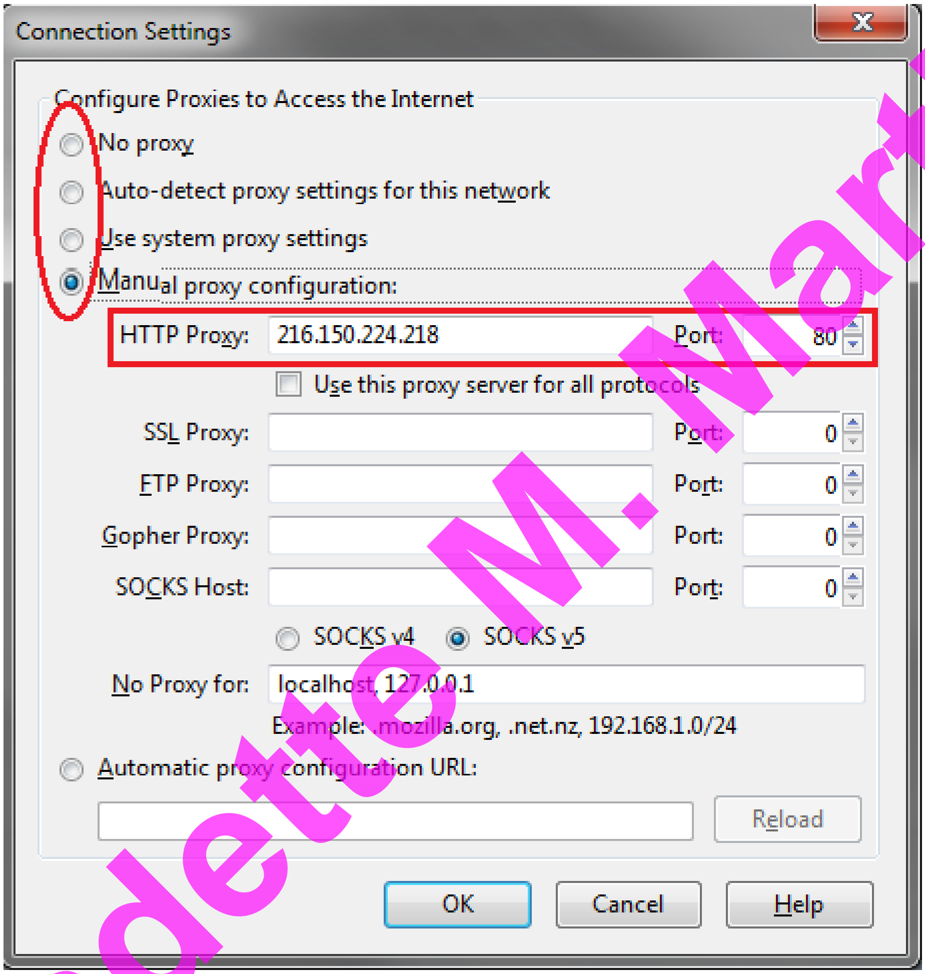
Use up to 50 MB of space for the cache

☑ Tell me when a website asks to store data for offline use

The following websites have stored data for offline use:

Select the radio button for “Manual proxy configuration” and enter one of the following proxies in the HTTP Proxy box:

If your last name begins with A-M use: 216.150.224.218 Port 80
If your last name begins with N-Z use: 209.59.247.193 Port 80



Connection Settings

Configure Proxies to Access the Internet

○ No proxy
○ Auto-detect proxy settings for this network
○ Use system proxy settings
● Manual proxy configuration:

HTTP Proxy: 216.150.224.218 Port: 80
☐ Use this proxy server for all protocols
SSL Proxy: Port: 0
FTP Proxy: Port: 0
Gopher Proxy: Port: 0
SOCKS Host: Port: 0
○ SOCKS v4 ● SOCKS v5
No Proxy for: localhost, 127.0.0.1
Example: .mozilla.org, .net.nz, 192.168.1.0/24

○ Automatic proxy configuration URL:

Click “OK” in the Settings and Options boxes to set the proxy.

Become familiar with this process as the proxies do cause slow network connections on occasion and you will be turning them on and off or changing from one to the other.

You only need to set your proxy once and it will remain in your browser. Once you have your proxy set, if you need to go off the proxy, select the radio button for “No proxy” to turn it off. When you come across an ad requiring you to use a proxy, follow the same path and select the radio button in front of “Manual proxy settings” to turn it on again.

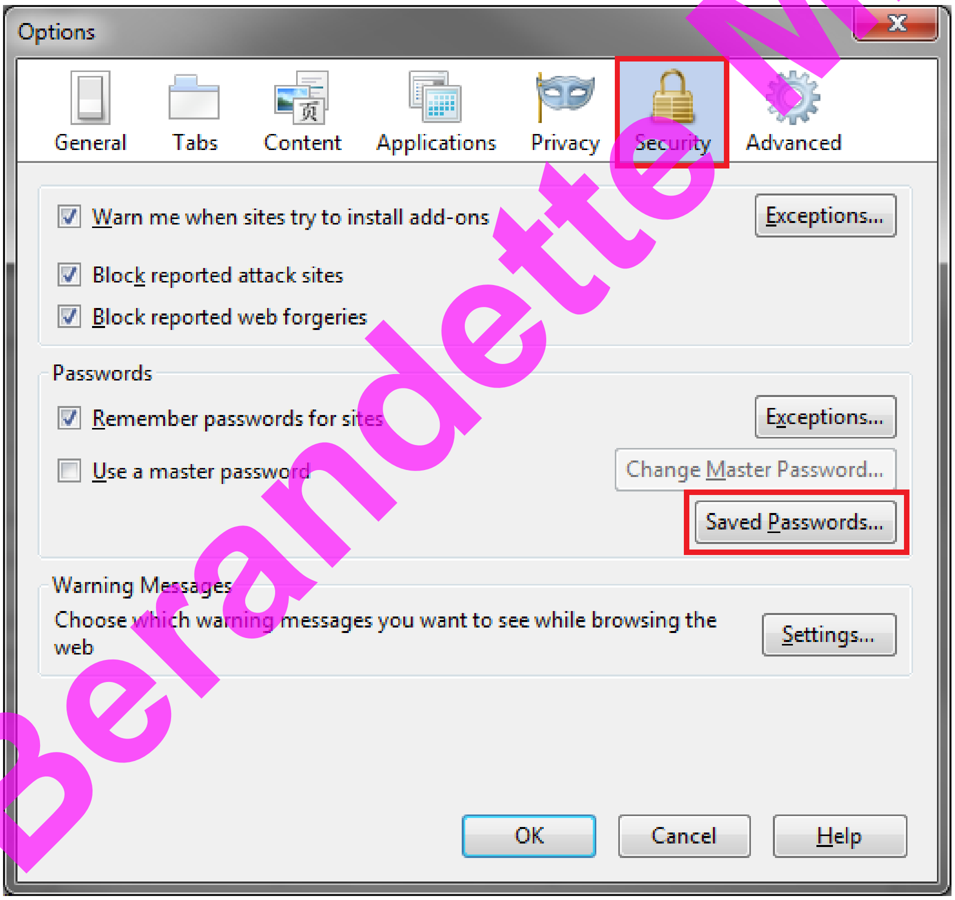
How to Remove Words From Your Personal Firefox Dictionary

1. In Firefox, go to “Help” in the menu and select “Troubleshooting Information…”
2. Under “Application Basics”, there is a section called “Profile Directory.” Click the button that says “Open Containing Folder.”
3. Close Firefox now.
4. Find the file called “persdict.dat” in the folder you just opened.
5. Open the file by right-clicking it and selecting “Open”.
6. A warning window should pop up that says, “Windows can’t open this file: persdict.dat.” Select the second option: “Select a program from a list of installed programs.”
7. Choose WordPad.
8. Delete the word(s) that you need removed from the dictionary.
9. Save the file.
10. Restart Firefox. The misspelled words should now show up as incorrect.

How to View Saved Passwords in Firefox

1. In Firefox, go to “Tools” in the menu bar and select “Options.”

2. Under “Security” click “Saved Passwords.”


Options
General
Tabs
Content
Applications
Privacy
Security
Advanced
Exceptions...
Exceptions...
Change Master Password...
Saved Passwords...
Settings...
OK
Cancel
Help

☑ Warn me when sites try to install add-ons

☑ Block reported attack sites

☑ Block reported web forgeries

Passwords

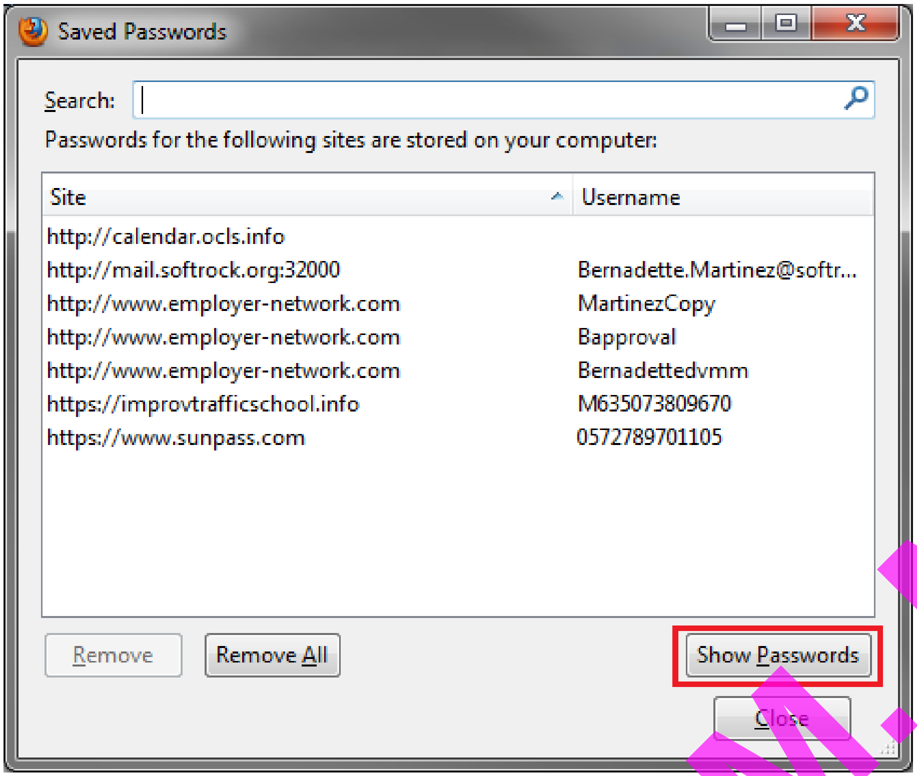
☑ Remember passwords for sites

☐ Use a master password

Warning Messages

Choose which warning messages you want to see while browsing the web

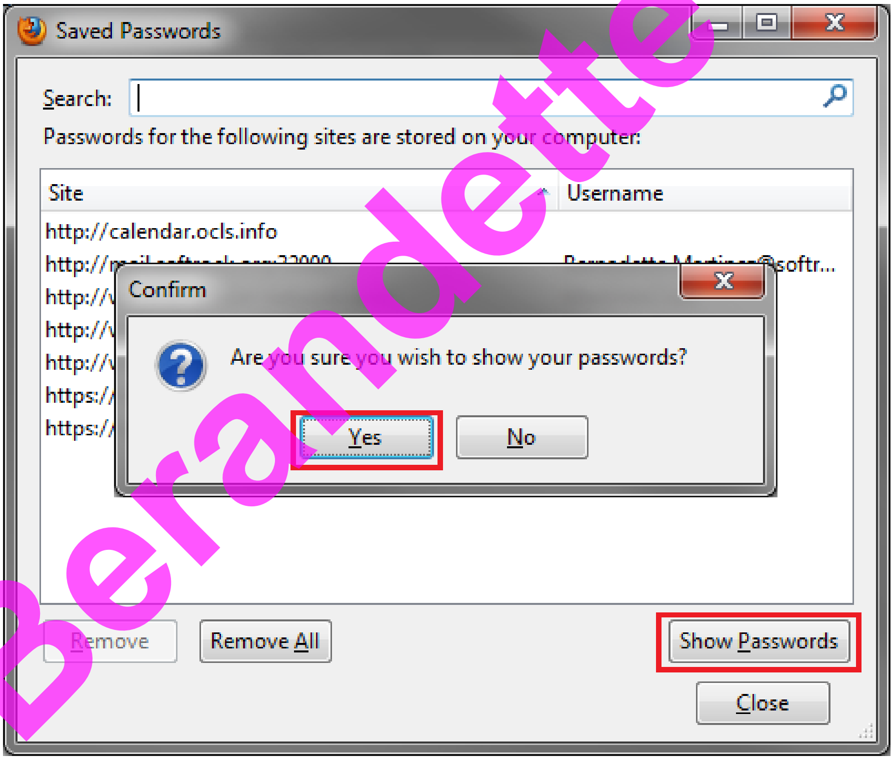
3. Click Show Passwords.


Saved Passwords
Search:
Remove
Remove All
Show Passwords
Close

Passwords for the following sites are stored on your computer:

Site	Username
http://calendar.ocls.info	
http://mail.softrock.org:32000	Bernadette.Martinez@softr...
http://www.employer-network.com	MartinezCopy
http://www.employer-network.com	Bapproval
http://www.employer-network.com	Bernadettedvmm
https://improvtrafficschool.info	M635073809670
https://www.sunpass.com	0572789701105

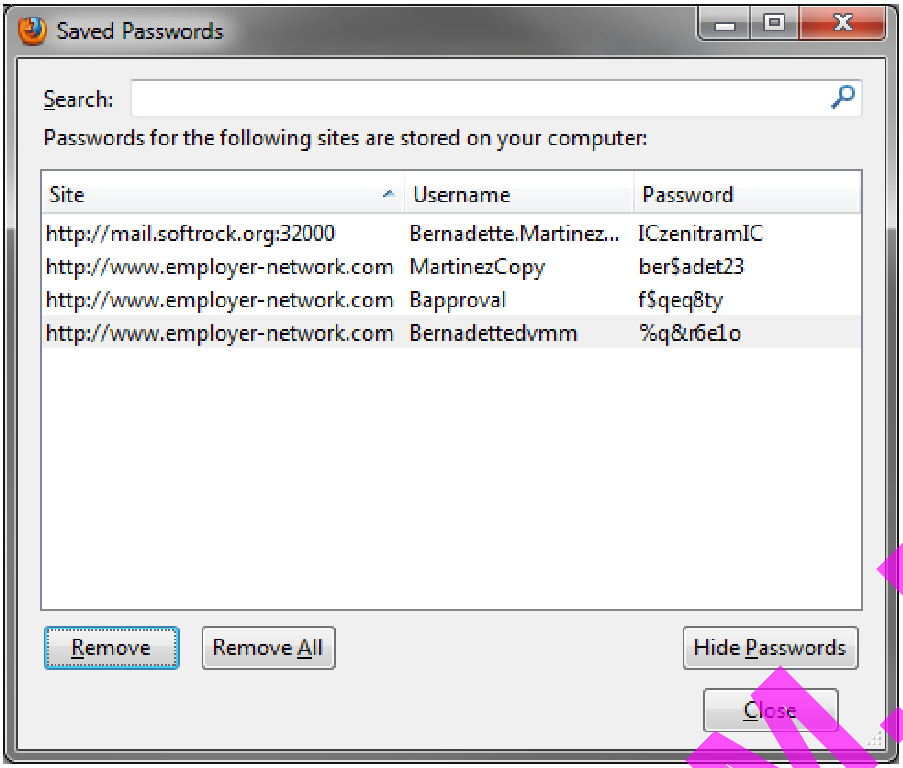
4. Click “Yes” on the pop up.


Saved Passwords
Search:
Site
Username
Confirm
Yes
No
Remove
Remove All
Show Passwords
Close

Passwords for the following sites are stored on your computer:

Are you sure you wish to show your passwords?

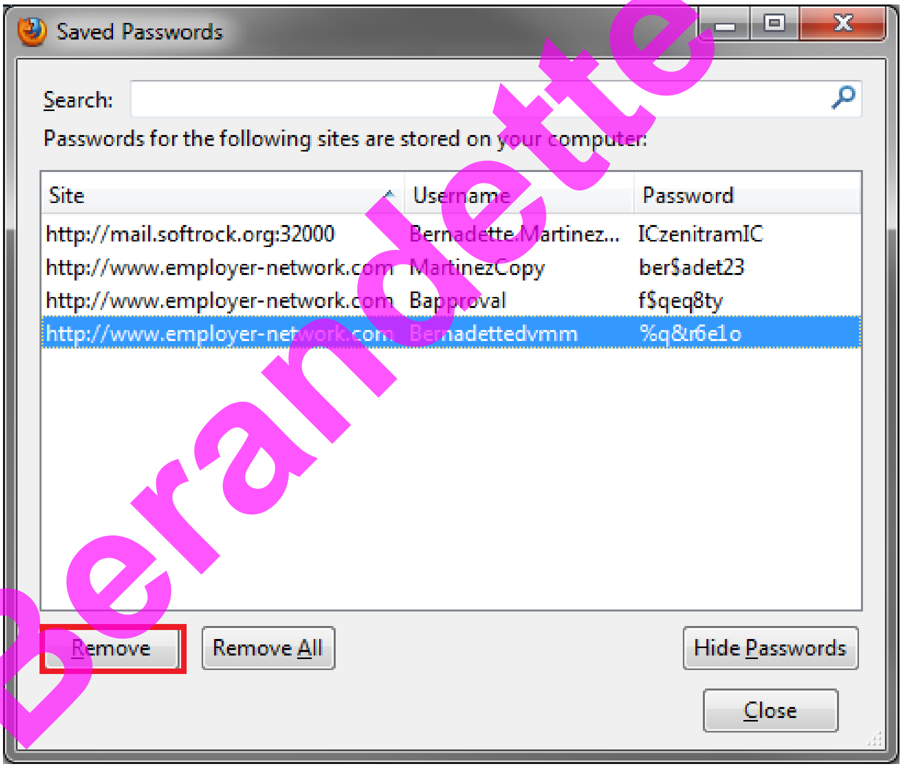
5. You can now see your passwords saved on Firefox.


Saved Passwords
Search:
Remove
Remove All
Hide Passwords
Close

Passwords for the following sites are stored on your computer:

Site	Username	Password
http://mail.softrock.org:32000	Bernadette.Martinez...	ICzenitramIC
http://www.employer-network.com	MartinezCopy	ber$adet23
http://www.employer-network.com	Bapproval	f$qeq8ty
http://www.employer-network.com	Bernadettedvmm	%q&r6e1o

6. To remove a saved password, click on the line item and click "Remove." The item will be deleted.


Saved Passwords
Search:
Remove
Remove All
Hide Passwords
Close

Passwords for the following sites are stored on your computer:

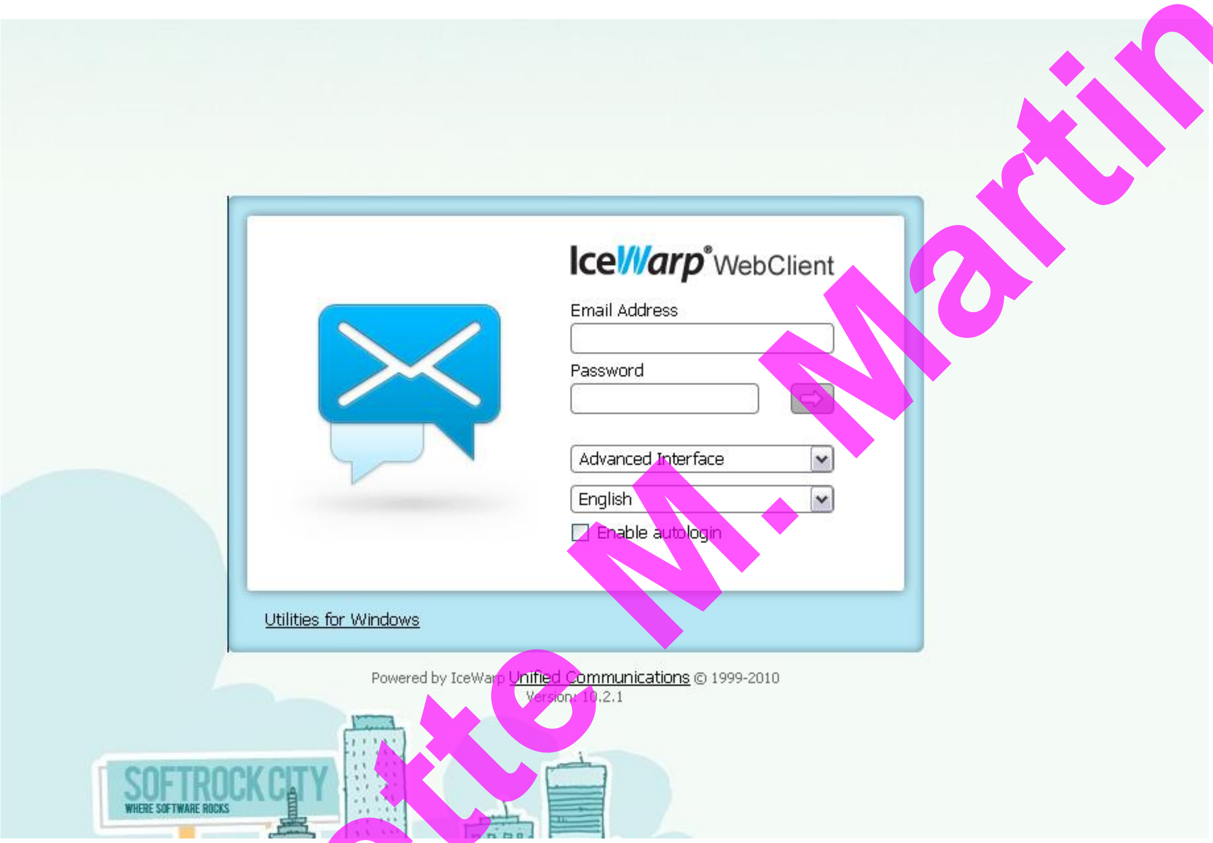
Site	Username	Password
http://mail.softrock.org:32000	Bernadette.Martinez...	ICzenitramIC
http://www.employer-network.com	MartinezCopy	ber$adet23
http://www.employer-network.com	Bapproval	f$qeq8ty
http://www.employer-network.com	Bernadettedvmm	%q&r6e1o

7. Passwords will appear as Hidden every time you open this screen. You do not need to click on "Hide Passwords" before closing by clicking the "Close" button in the lower right hand corner.

A GUIDE TO WEBMAIL

CHECKING YOUR SOFTROCK EMAIL

Go to: http://mail.softrock.org:32000 *Please note this URL will not work if you are on a proxy.
Tip: Open your mail in Internet Explorer, and not Firefox, without a proxy to enable easy checking throughout the day.



IceWarp® WebClient
Email Address
Password
Advanced Interface
English
☐ Enable autologin
Utilities for Windows
Powered by IceWarp Unified Communications © 1999-2010
Version: 10.2.1
SOFTROCK CITY
WHERE SOFTWARE ROCKS

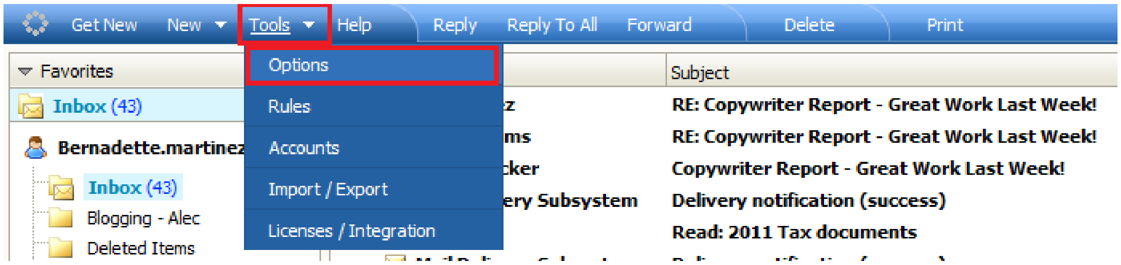
Email Address: ____________________________

Password: ________________________________

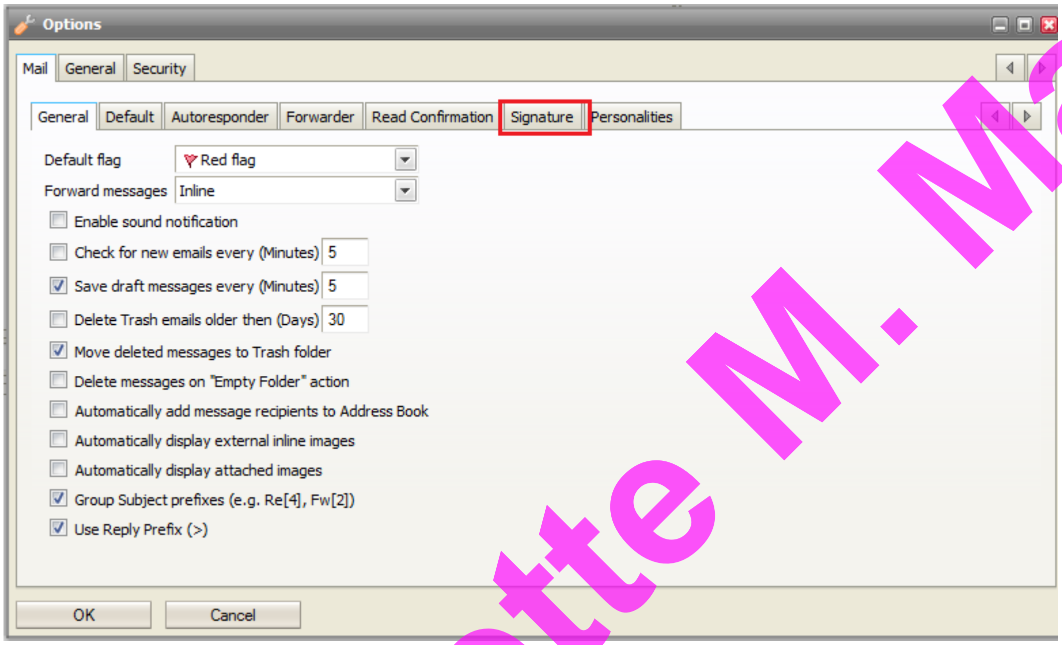
You must check your e-mail on a daily basis. We email follow up notes from meetings, important announcements, and other information you need to know.

How to Create A Signature in Webmail

Login and go to the Tools menu and select Options from the drop down menu.


Get New
New
Tools
Help
Reply
Reply To All
Forward
Delete
Print
Favorites
Inbox (43)
Bernadette.martinez
Inbox (43)
Blogging - Alec
Deleted Items
Options
Rules
Accounts
Import / Export
Licenses / Integration
Subject
RE: Copywriter Report - Great Work Last Week!
RE: Copywriter Report - Great Work Last Week!
Copywriter Report - Great Work Last Week!
Delivery notification (success)
Read: 2011 Tax documents

A pop up will appear. Click on the Signature tab.


Options
Mail
General
Security
General
Default
Autoresponder
Forwarder
Read Confirmation
Signature
Personalities
OK
Cancel

Default flag: Red flag
Forward messages: Inline

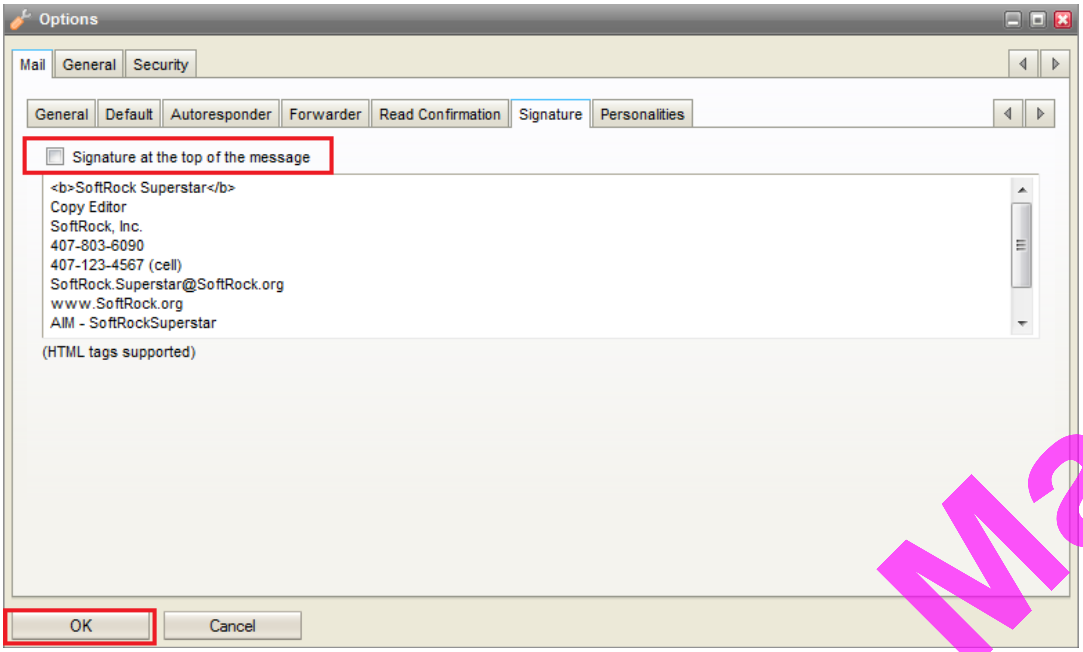
☐ Enable sound notification
☐ Check for new emails every (Minutes) 5
☑ Save draft messages every (Minutes) 5
☐ Delete Trash emails older then (Days) 30
☑ Move deleted messages to Trash folder
☐ Delete messages on "Empty Folder" action
☐ Automatically add message recipients to Address Book
☐ Automatically display external inline images
☐ Automatically display attached images
☑ Group Subject prefixes (e.g. Re[4], Fw[2])
☑ Use Reply Prefix (>)

Enter your signature in the field provided using the following format:

Font: Trebuchet MS (same as one of the fonts on our logo)
Font size: 10
Bold your name only (*Note:* To do this in Webmail, type Your Name to create a bold effect.)

Format:	**Example:**
Full Name	**SoftRock Superstar**
Official Title	Copy Editor
Company Name	SoftRock
Office Phone *(if applicable)*	407-803-6090
Cell Phone (cell) *(optional)*	407-123-4567 (cell)
SoftRock email address	SoftRock.Superstarl@SoftRock.org
Company website	www.SoftRock.org
AIM *(if applicable)*	AIM SoftRockSuperstar
Social Media Links *(optional)*	http://www.facebook.com/softrocksuperstar http://www.linkedin.com/in/softrocksuperstar

Make sure you uncheck the “Signature at the top of the message” box if you want it to appear at the end of your messages. Once you make your changes, click OK.

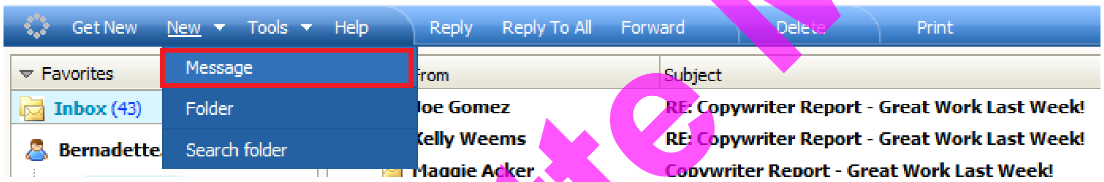

Options
Mail
General
Security
General
Default
Autoresponder
Forwarder
Read Confirmation
Signature
Personalities
OK
Cancel

☐ Signature at the top of the message

```
<b>SoftRock Superstar</b>
Copy Editor
SoftRock, Inc.
407-803-6090
407-123-4567 (cell)
SoftRock.Superstar@SoftRock.org
www.SoftRock.org
AIM - SoftRockSuperstar
```

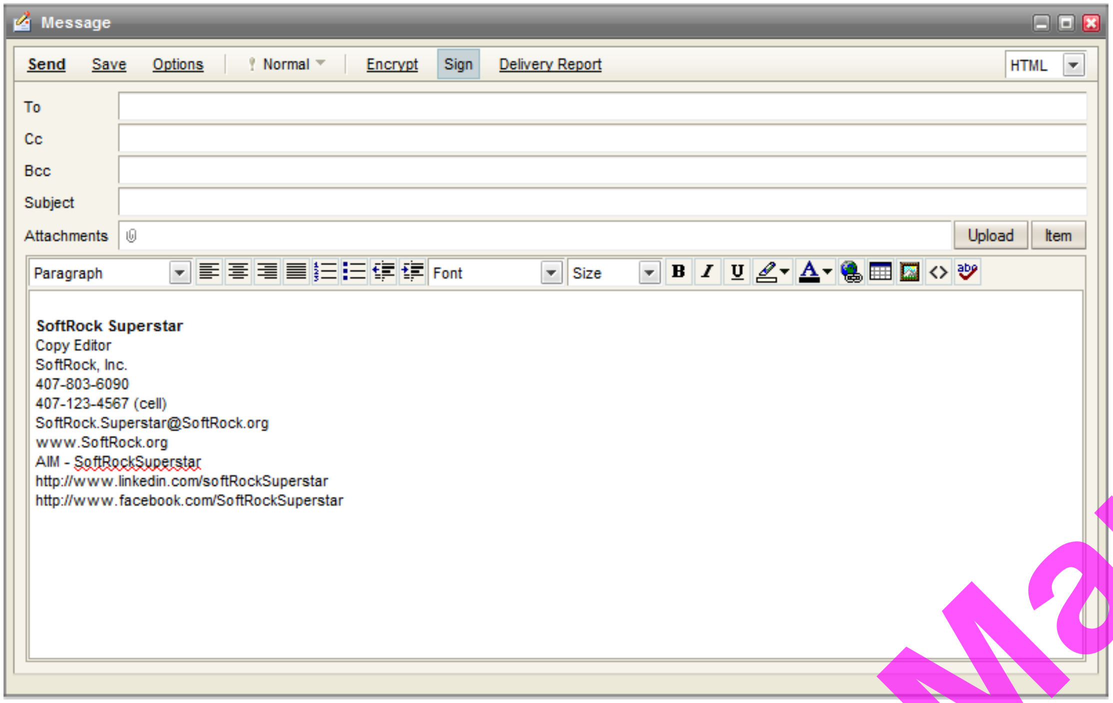
(HTML tags supported)

To check that your signature has saved properly, go to the “New” navigation option and select “Message” from the drop down menu.


Get New
New
Tools
Help
Reply
Reply To All
Forward
Delete
Print
Favorites
Inbox (43)
Bernadette
Message
Folder
Search folder
From
Subject

From	Subject
Joe Gomez	RE: Copywriter Report - Great Work Last Week!
Kelly Weems	RE: Copywriter Report - Great Work Last Week!
Maggie Acker	Copywriter Report - Great Work Last Week!

You will see the message box appear with your signature in place.

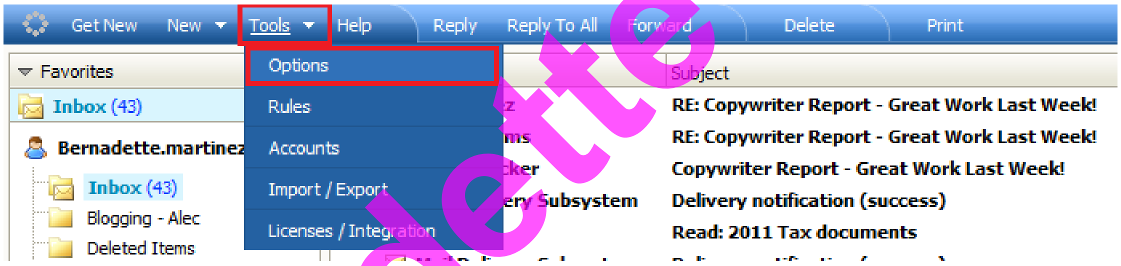

Message
Send
Save
Options
Normal
Encrypt
Sign
Delivery Report
HTML
To
Cc
Bcc
Subject
Attachments
Upload
Item
Paragraph
Font
Size

SoftRock Superstar
Copy Editor
SoftRock, Inc.
407-803-6090
407-123-4567 (cell)
SoftRock.Superstar@SoftRock.org
www.SoftRock.org
AIM - SoftRockSuperstar
http://www.linkedin.com/softRockSuperstar
http://www.facebook.com/SoftRockSuperstar

SETTING UP MAIL ALERTS

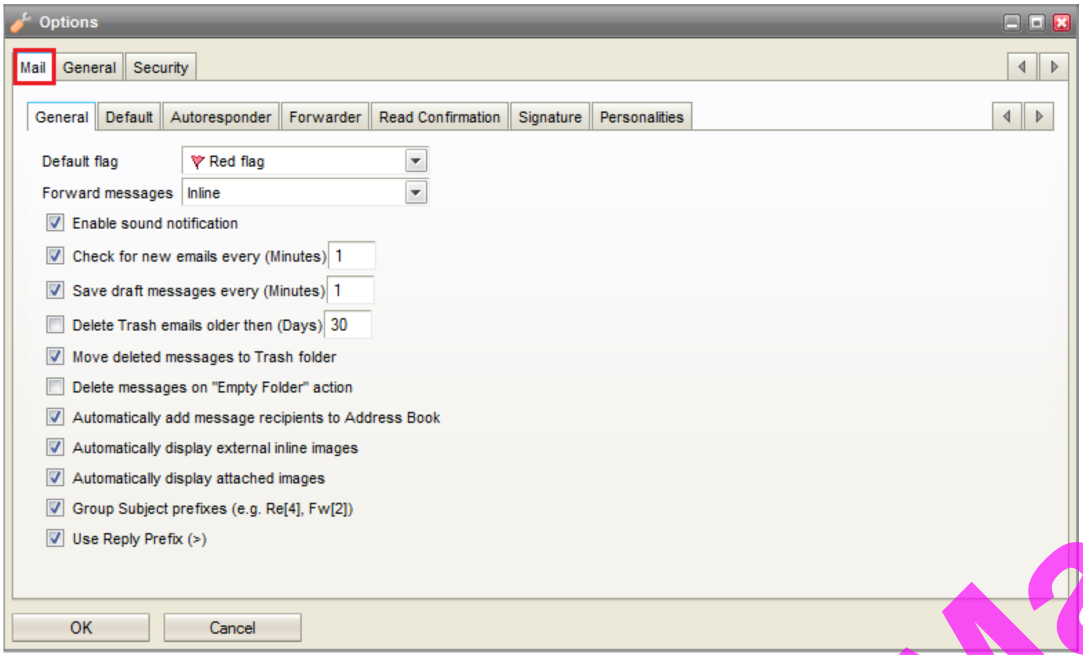
To ensure you are receiving all notifications promptly, follow these steps.

Login and go to the Tools menu and select Options from the drop down menu.


Get New
New
Tools
Help
Reply
Reply To All
Forward
Delete
Print
Favorites
Inbox (43)
Bernadette.martinez
Inbox (43)
Blogging - Alec
Deleted Items
Options
Rules
Accounts
Import / Export
Licenses / Integration
Subject

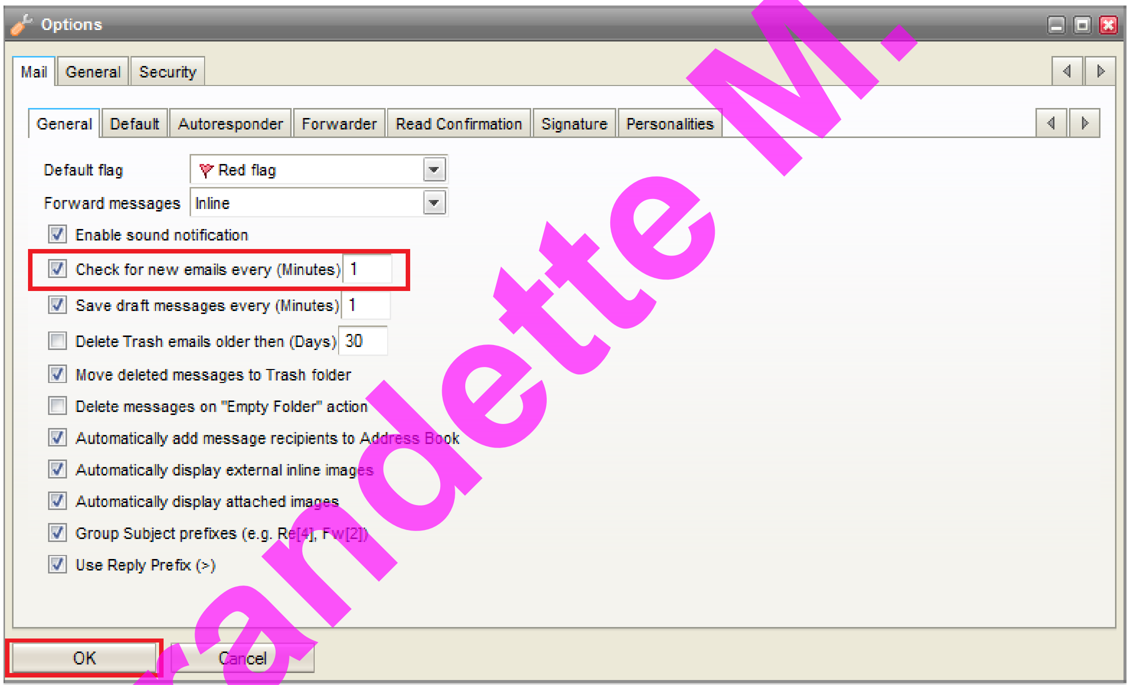
RE: Copywriter Report - Great Work Last Week!
RE: Copywriter Report - Great Work Last Week!
Copywriter Report - Great Work Last Week!
Delivery notification (success)
Read: 2011 Tax documents

A pop up will appear. Click on the Mail tab (it should open with the Mail option selected).


Options
Mail
General
Security
General
Default
Autoresponder
Forwarder
Read Confirmation
Signature
Personalities
OK
Cancel

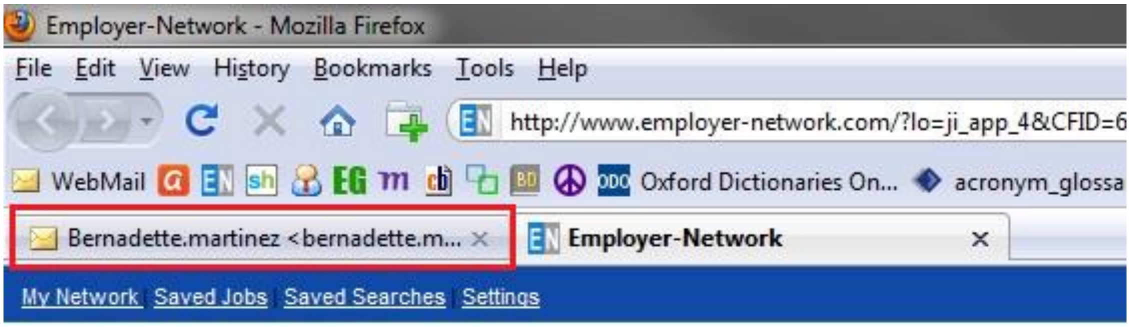
Default flag: Red flag
Forward messages: Inline
☑ Enable sound notification
☑ Check for new emails every (Minutes) 1
☑ Save draft messages every (Minutes) 1
☐ Delete Trash emails older then (Days) 30
☑ Move deleted messages to Trash folder
☐ Delete messages on "Empty Folder" action
☑ Automatically add message recipients to Address Book
☑ Automatically display external inline images
☑ Automatically display attached images
☑ Group Subject prefixes (e.g. Re[4], Fw[2])
☑ Use Reply Prefix (>)

On that screen, make sure to check the box before “Check for new emailed every (Minutes) is checked and put “1” in the box next to it and click “OK” in the lower left corner.

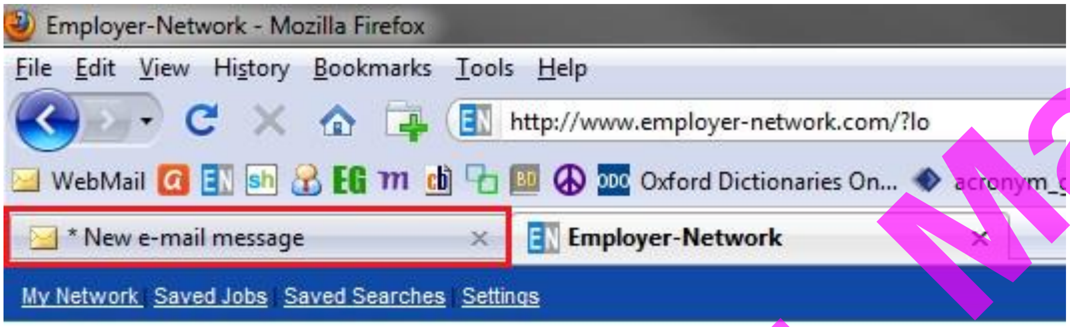

Options
Mail
General
Security
General
Default
Autoresponder
Forwarder
Read Confirmation
Signature
Personalities
OK
Cancel

Default flag: Red flag
Forward messages: Inline
☑ Enable sound notification
☑ Check for new emails every (Minutes) 1
☑ Save draft messages every (Minutes) 1
☐ Delete Trash emails older then (Days) 30
☑ Move deleted messages to Trash folder
☐ Delete messages on "Empty Folder" action
☑ Automatically add message recipients to Address Book
☑ Automatically display external inline images
☑ Automatically display attached images
☑ Group Subject prefixes (e.g. Re[4], Fw[2])
☑ Use Reply Prefix (>)

Sign in to your Webmail when you arrive to work and leave the tab open in the background.


Employer-Network - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.employer-network.com/?lo=ji_app_4&CFID=6
WebMail
Oxford Dictionaries On...
acronym_glossa
Bernadette.martinez <bernadette.m...
Employer-Network
My Network | Saved Jobs | Saved Searches | Settings

When you receive a new message you will see the tab change.


Employer-Network - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.employer-network.com/?lo
WebMail
Oxford Dictionaries On...
acronym_
* New e-mail message
Employer-Network
My Network | Saved Jobs | Saved Searches | Settings

Social Media Policy

Per Company Policy: Please be aware that any and all access to Facebook and other social media or non-work related websites during working hours is NOT permitted. This includes posting comments, updating your status, playing games and any other Facebook activity.

This prohibition on Facebook and other non-work related sites extends to access via your cell phone during working hours as well. It has become evident that Facebook and all non-work related websites are becoming a greater distraction in our office.

We have strived to build a fun and casual working environment here at SoftRock to encourage productivity and creativity. However, it is still a working environment. Anything that takes away your focus from your position and what you are trying to accomplish hurts the company from the standpoint of productivity.

Therefore, if you are found to be using Facebook or other non-work related websites during working hours, you will be subject to the following actions:

1. First offense – written warning.
2. Second offense – suspended for the day without pay.
3. Third offense – termination.

Please help us keep this a work-focused environment and leave web surfing and Facebook for when you are not in the office.

There are three roles within the Media and Adverting department: the Media Analyst, the Copywriter, and the Copy Editor

Log into Employer-Network as a Media Analyst.

Your Job Analyst user name: ___________________________________

Your Job Analyst password: ____________________________________

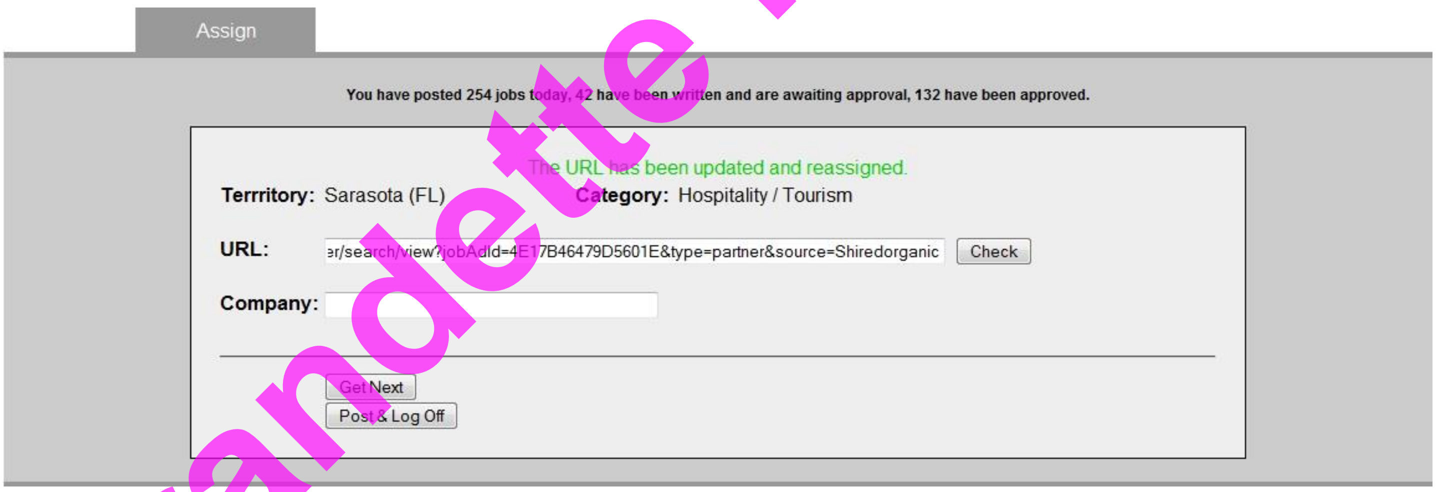
www.employer-network.com

*Make sure you add the www in front of the address to prevent site glitches.

THE MEDIA ANALYST

The **Media Analyst** is responsible for finding the jobs for our Writers. As a Media Analyst, your main goal is to locate the job ads that will appeal to our target audience within a target market. If you have ever looked for a job on the Internet, you should already be familiar with the basic process.

STEP 1: IDENTIFY YOUR TARGET MARKET AND INDUSTRY



You have posted 254 jobs today, 42 have been written and are awaiting approval, 132 have been approved.

The URL has been updated and reassigned.

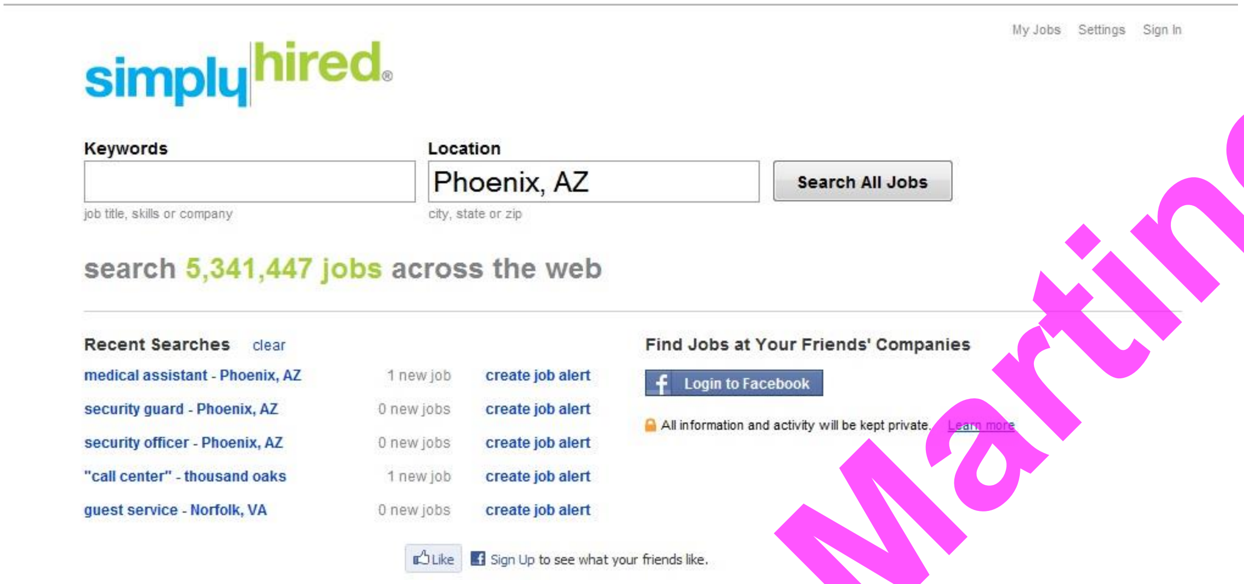
Terrritory: Sarasota (FL) **Category:** Hospitality / Tourism

URL: er/search/view?jobAdId=4E17B46479D5601E&type=partner&source=Shiredorganic

Company:

The Employer-Network Analyst page has these clearly displayed for you. Once you have this information, you can proceed to the search.

STEP 2: FIND A JOB THAT MEETS YOUR CRITERIA



Keywords:
job title, skills or company

Location: Phoenix, AZ
city, state or zip

search 5,341,447 jobs across the web

Recent Searches clear

medical assistant - Phoenix, AZ	1 new job	create job alert
security guard - Phoenix, AZ	0 new jobs	create job alert
security officer - Phoenix, AZ	0 new jobs	create job alert
"call center" - thousand oaks	1 new job	create job alert
guest service - Norfolk, VA	0 new jobs	create job alert

Find Jobs at Your Friends' Companies

All information and activity will be kept private. Learn more

Sign Up to see what your friends like.

Using your favorite job search site, you can now begin to hunt for the required position. We limit our jobs to within 25 miles of the target market. In some cases (such as New York and New Jersey), jobs may be located within the 25 mile radius but appear in a different state. It is better to remain within the state of the target market. For instance, a search for Newark, NJ will pull up positions in New York City. In this case, it's best to avoid the NY jobs whenever a job in NJ is available.

STEP 3: CHOOSING THE BEST JOBS

What kind of jobs to pull

The types of jobs we pull range from entry level positions that require little to no education or experience to mid-level positions that require a moderate amount (2 to 5 years) of experience or education all the way up to lower level management that can require some supervisory experience or an associate's degree.

We are targeting an older applicant looking to make a change by enrolling in college for the first time or looking to finish a degree path they may have previously started by enrolling with our partners. We want to target applicants that value education and want to continue on to earn post-secondary degrees.

When choosing positions for the health care category it is best to choose jobs that are as far from the clinical area as possible. We are targeting applicants that want to continue their education with a hospital administration or business degree. More clinical positions attract people who are interested in RN programs and we are unable to place leads in RN programs.

When searching for positions, using an aggregator site like SimplyHired.com is an excellent way to see what's available in the area but whenever possible we want to use the link directly from the company's original job posting on their own site.

Look at the Qualifications and Job Title

Is the job really entry level or mid-level? Just because it doesn't have qualifications listed doesn't mean a Hotel General Manger position is a good choice since this position requires extensive experience and is often already an established career path. This means the job seeker is less likely to enroll in one of our educational programs. Is the original ad difficult to understand? Would you be able to explain what they did?

Look at the Duties

Is it inbound or outbound calls? Is it medical administrative or clinical? Are the duties complicated?

Look at the Company

People like to work for big well-known companies and large regional companies. These companies also are more likely to list a pay rate and the benefits available. Consider the part of the country that you're in as well. For example, Chrysler's jobs do very well in Detroit. If you lived in that city where would you want to work? On Wikipedia and Chamber of Commerce sites you can find lists of the largest employers in the area—use these resources and look directly at the company's website for open positions.

Look at the Pay and Benefits

If you have a choice between several ads look at the pay and choose the highest. A customer service job that pays $15 an hour is going to do better than one that pays $8. If you have a choice between an ad that lists benefits and one that doesn't, choose the one that does.

Look at the Website

If you hit the apply link and it takes you to the company's main page, why not use that link instead? For example, if a link on www.applyHR.com leads you to a company's main page where you can see and use the same job, it is better to use the direct link. Does the site seem reputable? **If you aren't sure about a site, ASK!**

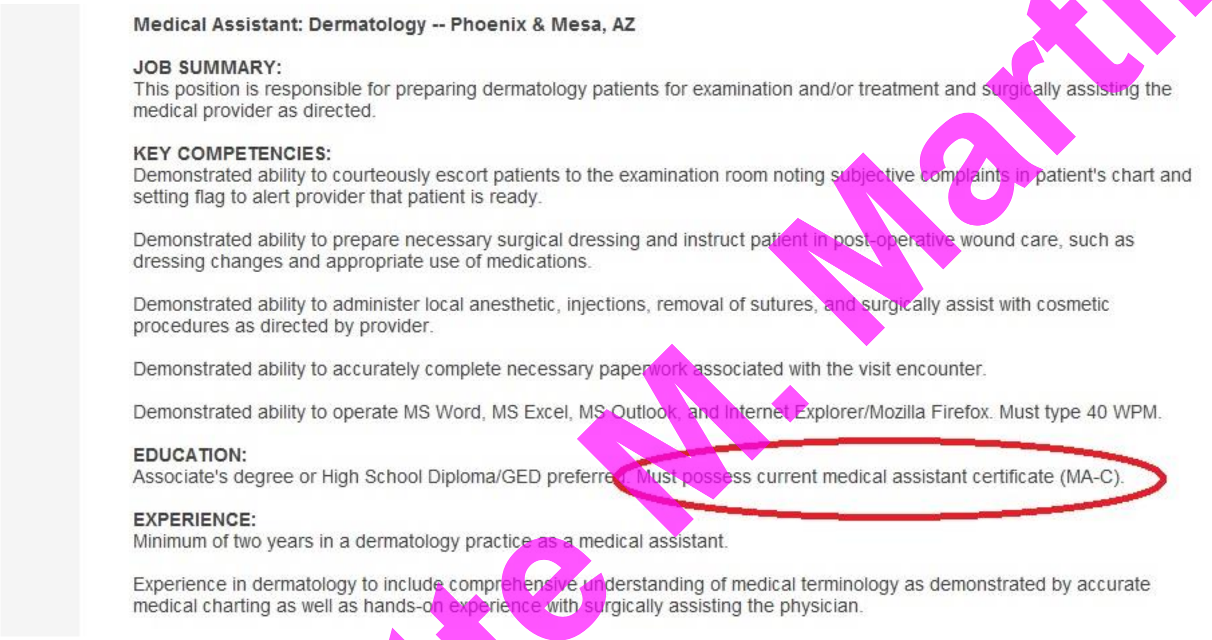
Put Yourself in the Job Seeker's Shoes

Would you want to apply for this job? Does the website you're pulling from seem professional? *Use your better judgment.* If you wouldn't put your phone number and email address into this site our applicant won't either. As much as we want inquiries we want our job seekers to have a positive experience and to continue to use our sites and services. Just because someone doesn't want to go back to school this month doesn't mean they won't be interested in education when they're looking for a different job in 3 or 6 months.

Put Yourself in the Writer's Shoes

Choose jobs that have as much information as possible. If you can do this, the Writer has a lot to work with and can make the job attractive to potential applicants. If you send a job through with one line and no duties or description the Writer has very little to work with and it is difficult for them to write that job. It takes extra time and the quality of the job isn't as good.

STEP 4: SCANNING THE JOB AD



Medical Assistant: Dermatology -- Phoenix & Mesa, AZ

JOB SUMMARY:
This position is responsible for preparing dermatology patients for examination and/or treatment and surgically assisting the medical provider as directed.

KEY COMPETENCIES:
Demonstrated ability to courteously escort patients to the examination room noting subjective complaints in patient's chart and setting flag to alert provider that patient is ready.

Demonstrated ability to prepare necessary surgical dressing and instruct patient in post-operative wound care, such as dressing changes and appropriate use of medications.

Demonstrated ability to administer local anesthetic, injections, removal of sutures, and surgically assist with cosmetic procedures as directed by provider.

Demonstrated ability to accurately complete necessary paperwork associated with the visit encounter.

Demonstrated ability to operate MS Word, MS Excel, MS Outlook, and Internet Explorer/Mozilla Firefox. Must type 40 WPM.

EDUCATION:
Associate's degree or High School Diploma/GED preferred. Must possess current medical assistant certificate (MA-C).

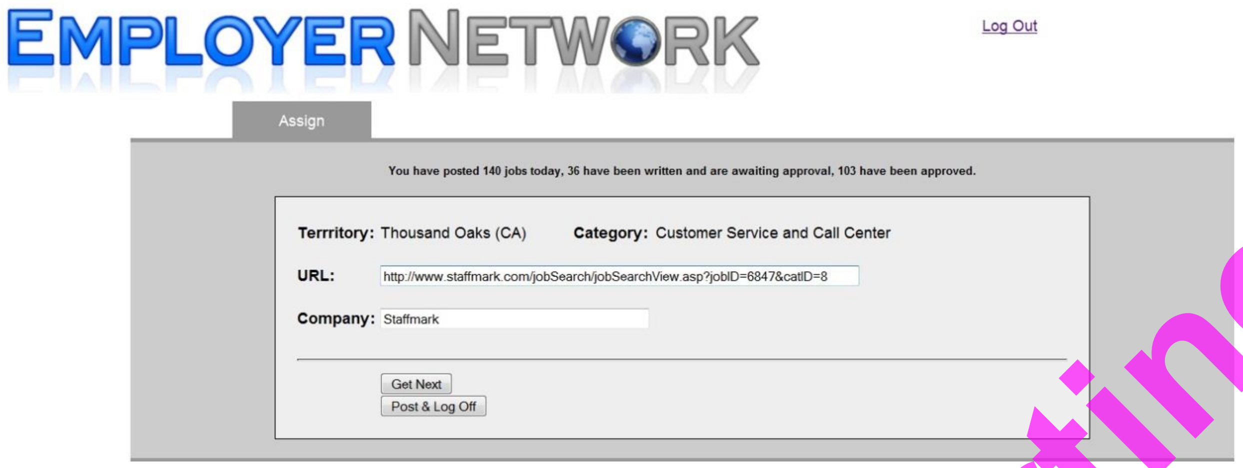
EXPERIENCE:
Minimum of two years in a dermatology practice as a medical assistant.

Experience in dermatology to include comprehensive understanding of medical terminology as demonstrated by accurate medical charting as well as hands-on experience with surgically assisting the physician.

Once you have found a job that fits the location and category criteria, you must then scan the job for a few red flags:

- Bachelor's Degree **required**
- Certifications that require dedicated courses (i.e. HVAC certification, Nurse Assistant, Journeyman trades, etc.), as in the example ad above
- Experience requirements of **five or more** years
- Blacklisted job website (i.e. Beyond, Jobirn, and Indeed). This list constantly changes, so try your best to stay current!
- Incorrect job locations (Some links will redirect to a Canadian listing or a city much farther than your search parameters!)
- Government jobs
    - Positions for any government agency or department (except public schools)
    - Any job requiring applicants to have an active Secret Security clearance

STEP 5: ENTERING THE JOB INFORMATION



You have posted 140 jobs today, 36 have been written and are awaiting approval, 103 have been approved.

Terrritory: Thousand Oaks (CA) **Category:** Customer Service and Call Center

URL: http://www.staffmark.com/jobSearch/jobSearchView.asp?jobID=6847&catID=8

Company: Staffmark

Perhaps the easiest part of the job pulling process, entering a job is quite simply copying and pasting the web site information into Employer-Network. You may check to see if the URL is in use by clicking the "check" button, because attempting to submit a duplicate URL will give you an error message. Make sure that your company name is correct before moving to your next one. If you must exit Employer-Network prior to the job pool being emptied, you must use the "Post & Log Off" button instead.

The most important thing to remember when finding jobs is to be *meticulous*! If you enter a job that has degree requirements, this will result in a Copywriter spending time on it only to realize that the job is invalid. Once this happens, the job will then be cancelled and sent back to you to spend your time pulling a replacement. You may be familiar with the saying "measure twice, cut once." As a Media Analyst, you should scan the job twice, and submit it once.

THE COPYWRITER

The **Copywriter** is responsible for composing the actual copy of the ads we use to attract job seekers. Copywriters create versions of the ads Media Analysts pull.

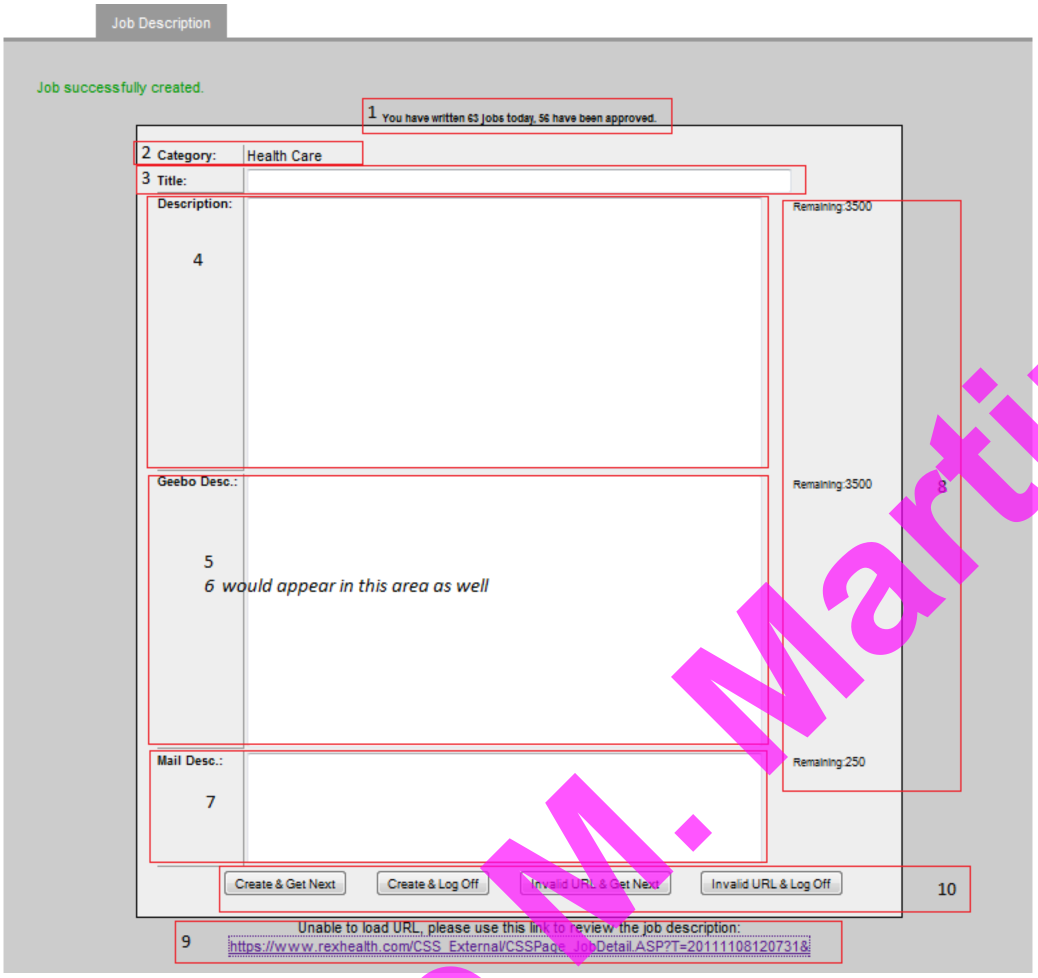
THE NUTS AND BOLTS OF WRITING ADS

Log into Employer-Network as a Copywriter.

Your Copywriter user name: ____

Your Copywriter password: ____

www.employer-network.com
*Make sure you add the www in front of the address to prevent site glitches.



Job successfully created.

You have written 63 jobs today, 56 have been approved.

Category: Health Care

Title:

Description:

Geebo Desc.:

Mail Desc.:

Remaining:3500

Remaining:3500

Remaining:250

Unable to load URL, please use this link to review the job description:
https://www.rexhealth.com/CSS_External/CSSPage_JobDetail.ASP?T=20111108120731&

1) The number of jobs you have written at any point throughout the day and how many have been approved at that time.

2) The category the job was pulled to fill.

3) Title Box: Where you enter the position title of your rewrite.

4) Description Box: Where you enter your rewrite for a feed or Craigslist ad.

5) Geebo box: Where you enter your rewrite for a Geebo ad.

6) DV box: Where you enter your rewrite for a DV ad (not pictured).

7) Mail: Where you enter your rewrite for a Mail-System or Category-Mail ad.

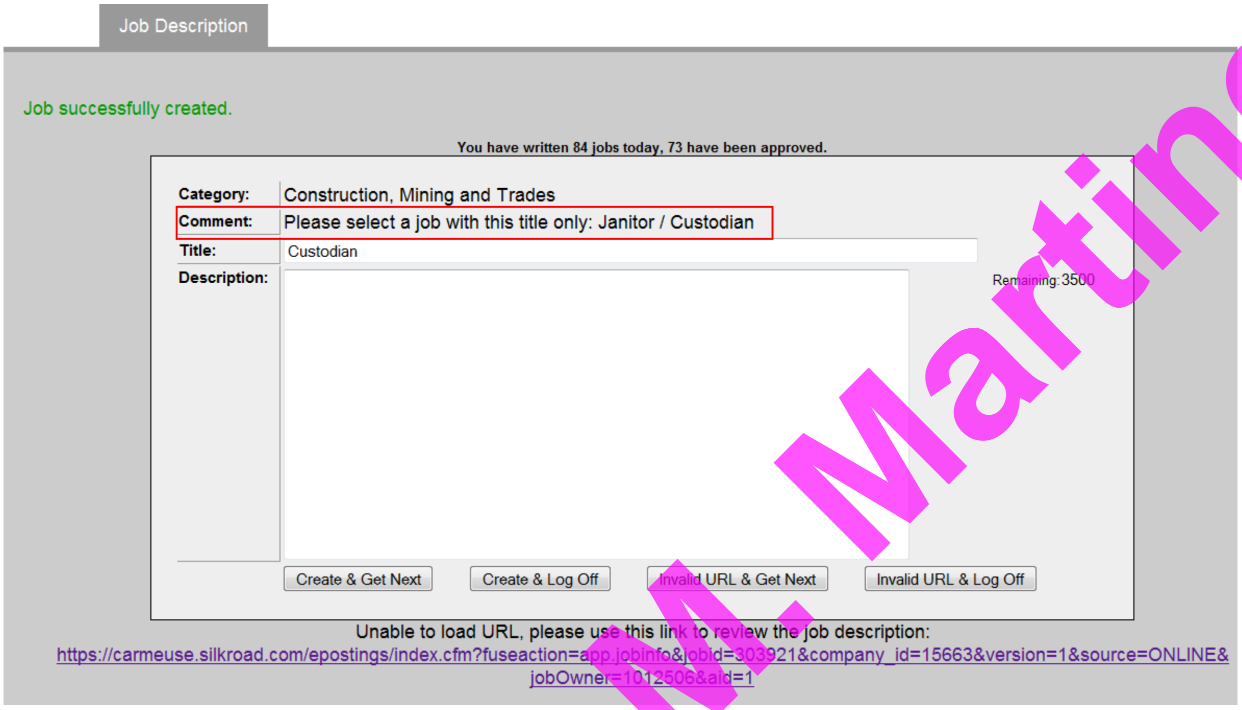
8) Counters: Character counters displaying the available characters in each box.

9) A hyperlink to the job ad that you will rewrite.

10) Navigation buttons:
    a) Create & Get Next – Submits your current rewrite and pulls the next job.
    b) Create & Log Off – Submits your current rewrite and logs you off the system.
    c) Invalid URL & Get Next – Sends the job category and city back to the Analyst to pull a new link and pulls the next job from the pool.

d) Invalid and Log Off - Sends the job category and city back to the Analyst to pull a new link and logs you off the system.

You may see any combination of boxes 2-5 based on grid needs. You may also see jobs that have comments you must adhere to while completing your rewrite:



Job successfully created.

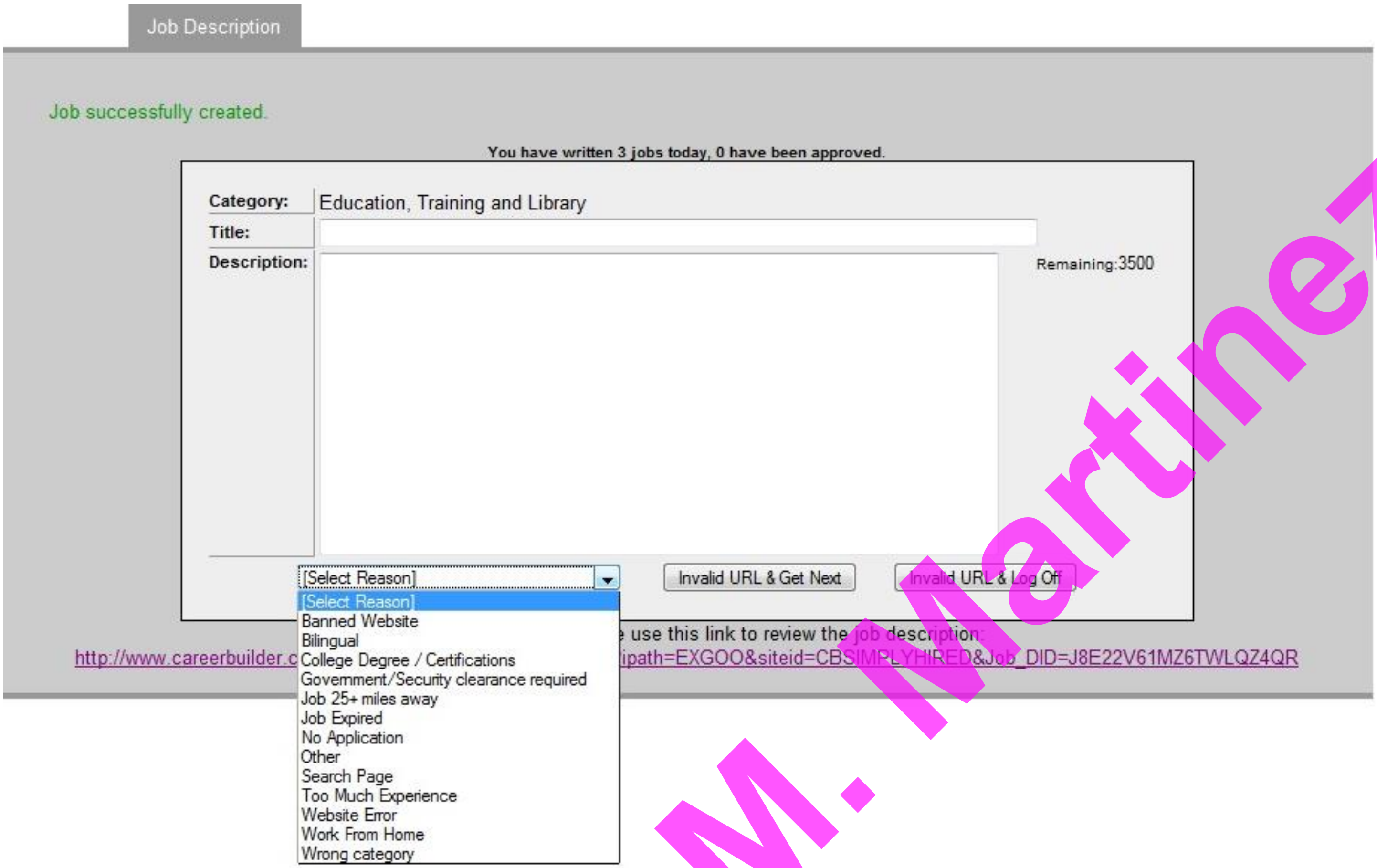
You have written 84 jobs today, 73 have been approved.

Category:	Construction, Mining and Trades
Comment:	Please select a job with this title only: Janitor / Custodian
Title:	Custodian
Description:	

Remaining: 3500

Unable to load URL, please use this link to review the job description:
https://carmeuse.silkroad.com/epostings/index.cfm?fuseaction=app.jobinfo&jobid=303921&company_id=15663&version=1&source=ONLINE&jobOwner=1012506&aid=1

If you have to decline a job and send it back to the Media Analyst by selecting the Invalid URL button. This will display a secondary menu. Select the reason for the decline and hit the appropriate Invalid URL button to move on.


Job Description

Job successfully created.

You have written 3 jobs today, 0 have been approved.

Category: Education, Training and Library

Title:

Description:

Remaining:3500

[Select Reason]
[Select Reason]
Banned Website
Bilingual
College Degree / Certifications
Government/Security clearance required
Job 25+ miles away
Job Expired
No Application
Other
Search Page
Too Much Experience
Website Error
Work From Home
Wrong category
Invalid URL & Get Next
Invalid URL & Log Off

e use this link to review the job description:

http://www.careerbuilder.c ipath=EXGOO&siteid=CBSIMPLYHIRED&Job_DID=J8E22V61MZ6TWLQZ4QR

HOW TO WRITE A JOB AD FOR OUR DEPARTMENT

First, a reminder: you were selected for this position because you showed great writing ability in your writing test. What makes you valuable is your unique style of writing. Not every ad has to be the same, nor should every ad be the same. Bring your creativity and individual style to your writing but tailor it to meet the department goals.

REMEMBER YOUR AUDIENCE

Did you know that most newspapers write to a sixth to eighth grade level? The major exception is the New York Times, which writes to a ninth to tenth grade level. Keep this in mind when you are rewriting *entry level, mid-level, and lower level management* positions. You may have an extensive vocabulary, but if our readers cannot understand what you're saying, they are less likely to apply for the job. Always keep that in mind with word choice when rewriting ads.

For example, we do not "interface" with others, we speak with them. We do not "maintain quality-conscious interface with customers," we maintain quality-conscious service with customers. Always consider whether your rewrite will be easily understood by our large audience of job seekers when selecting words to use, even if they are in the original ad.

KEYWORDS

Remember a **keyword** is a word or skill commonly searched and directly relate to a specific position or job category.

FACT: Most job seekers will not go beyond the first page of results.
This is why keywords are so important in our writing.
We want to be what they see.

Keywords help our ads show up in job seekers' searches. The more keywords we have in a rewrite, the more likely we are to be near the top of search results and the more eyes we get on our ads. When you use a variety of keywords you also increase our chances of being found under multiple searches.

The most important place you can use keywords is right in the title. Jobseekers will look at the title first to decide if they want to even click on an ad so it is important we grab their attention immediately. If a hospital is hiring an Administrative Assistant you can title that as Medical Administrative Assistant to get an extra keyword in front of our audience. This will also help that one ad appear in searches for healthcare and administrative positions. If a hotel is hiring a Front Desk Associate you can call that Hotel Front Desk Associate. You do not have to transfer that title to the body of your ad, though generally the more keywords you have, the more your ads will appear to job seekers. The important thing is to get them into your rewrite without the ad sounding repetitive or forced.

In addition to mentioning the title once, all rewritten ads must have at least two additional category-related keywords in the body. This can be restating the title or using other related keywords. For the Administrative Assistant example, you can mention the title again and use other related words like secretarial, reception, or administrative in the ad. In the case of the Front Desk Associate you can mention hotel or hospitality. Remember you want to avoid making your ads sound too repetitive or forced.

Take a look at the example below. The original text is provided along with two rewrites where keywords have been *italicized*. The first is a suitable rewrite, since all ads will have some keywords automatically (skills, duties, and the position name), but the second will greatly help our relevance and search engine optimization across multiple searches.

Original Ad Text:

> Company Name: Venture Media Buying Service
>
> Job Title: Administrative Assistant
>
> Location: Baltimore, Maryland 21117
>
> Job Description:
> Established company located in Baltimore County, Maryland is hiring for a 30-40 hr per week, Administrative Assistant position.
> Responsibilities include but not limited to, regular secretarial office tasks, data entry, handling billing/invoices, ordering supplies, mailing/shipping documents, creating and maintaining various data spreadsheets, wire transfers, bank desposits. Quickbooks and excel experience preferred. Former experience in administrative assistant position is required. Candidate must be quick and efficient, a hard worker, with a can do attitude and good customer service skills.
> This will be a daytime hourly position please specify availability in your cover letter. Must provide specific compensation range ($$$), candidates will not be considered without this information.

Rewritten without keywords:

> Our company is seeking an *Administrative Assistant*. This position will be responsible for general *office* tasks, *data entry*, *invoicing*, maintaining supplies, processing mail, and general *financial* transactions. We prefer applicants with *QuickBooks* and *Excel* experience and previous experience in a similar role. Ideal applicants will have a strong work ethic, positive attitude, and great *customer service* skills.

Rewritten with keywords:

> Our *Baltimore, MD media* company is looking for an *Administrative Assistant*! In this *first shift*, *full time* position you will be responsible for general *secretarial* and *administrative* tasks including *data entry*, *billing* and *invoicing*, maintaining *office* supplies, mailing or *shipping* documents, and maintaining files. The *Administrative Assistant* is also responsible for creating and maintaining spreadsheets, wire transfers, and *bank* deposits.
>
> The ideal *Administrative Assistant* candidate will have experience with *QuickBooks* and *Microsoft Excel* and prior *administrative*, *secretarial*, *office manager*, or related work experience. Applicants must be hardworking with a positive attitude and excellent *customer service* abilities. Apply today!

Remember: We want to avoid using slashes (/) and hyphens (-) in and around keywords without a space between the word and character. Using these characters will throw off search results as search engines will identify them as entire words or phrases and not include them near the top of their results.

Also keep in mind that keywords will overlap categories and that is acceptable and expected. If an Accounts Payable Clerk for a hotel is pulled, it may fall under administrative, accounting, or even hotel (in rare, manager approved occurrences). It is important to check what category you are writing for and gear your keywords appropriately.

A few pointers on Keywords:

- Using the position name multiple times DOES count toward keyword use, just ensure it makes sense and does not make your ad appear awkward to read.
- Software programs DO NOT count as keywords unless they are part of the title. Try to use something additional from the industry in those instances as well.
- Think about what people will search for in the category assigned! Ex.: For a Café Server position, use Server instead of Café as a keyword because people will search for Server, not Café.
- Think about what your first terms are when searching for a job and try to use those as keywords.
- Not all related words make good keywords. Licenses such as CDL or CPR, software programs (unless part of the actual job title), other forms of the primary keyword (i.e., driving for a Delivery Driver position) are not considered keywords.

OUR AD STYLE

Think like a salesman; the kind that can draw in customers and make everything sound appealing. That is what you want to do here. Keep in mind, you are writing advertising with a goal. This is not an essay or a novel and a certain amount of stylistic license is acceptable.

The ideal ad is **simple**, **clear**, and **to the point**. Job seekers are looking for information quickly because they are searching through hundreds of ads during their employment search. Think about your own job search process. How many ads did you come across that were littered with irrelevant information or filled with things you weren't looking for and poorly formatted? We want to avoid this in our ads.

Some of the best phrases you will use include "other duties as assigned" and "there may be additional requirements for this position." Do not be afraid to use these when editing down an ad. The job seeker will always be redirected to the original ad and receive all the information that employer wants to convey to potential employees.

WHAT TO INCLUDE IN YOUR REWRITE

There are some things that you always want to include when rewriting a job ad:

- What the job seeker needs to have to be considered qualified.
- What the job seeker will be doing.
- What's in it for the job seeker.

The first thing many job seekers will look for are the position's requirements. They want to know if the position is a good match for them, or if they should move on to the next ad. We always want to include major requirements like education. If there is prior experience needed we want to include that according to the experience rule (discussed later). If there are special or specific skills the employer wants, those should be included as well. But don't overwhelm the job seeker. If the list of requirements is extremely long, it is perfectly acceptable to condense it, reword it and edit it to highlight the most important requirements.

The next thing they want to know is what they'll be doing. The idea is to present the information in a way that makes a job seeker say, "I can do that." We want them to be confident that this is a position they can successfully fill. This is another place you do not want to overwhelm the job seeker with too much information. Select the most important duties from the ad (generally the ones listed or described first) and use those in your rewrite. You can always mention that other duties will be assigned or required.

Finally, the job seekers want to know what is in it for them. If there is pay information in the ad, mention it. If the ad mentions great benefits or perks, add them in. These kinds of things will entice a job seeker to complete the application process and hopefully, opt into our advertising.

WHAT NOT TO INCLUDE IN A REWRITE

The most important rule is to never add any information to an ad. You may have held a position in the past or know someone who currently does and you may think you "know" what else may be required of them or what they will be doing and add that to the ad. Resist that urge. We must adhere to what is presented in the original ad for that employer. We cannot add any specific duties or requirements to any ad.

Never mention an employer name in a rewrite. Doing so may lead the job applicant to the employer's page directly, thus bypassing our process. Always remember our goal of verification center traffic. If we help a job seeker bypass our company, we've wasted time, money, and resources on that ad.

WHAT DISQUALIFIES A JOB

If any of these items come up in your original link, reach out to a Manager or Media Analyst for assistance BEFORE you invalidate a link. The job will need to be noted and replaced.

- Degree requirements (Bachelors)
- Excessive experience needed (5 or more years of experience)
- Extensive licensing and certificates (see below)
- Government jobs in any field on any level (local, state, or federal)
- Jobs found on government sponsored web sites (unemployment sites, etc.)
- Security jobs in the state of Nevada (loss prevention is acceptable)
- Unpaid or volunteer positions
- Jobs listed as over 30 days old
- A fee to obtain a position or a "business opportunity" ad
- Work from home positions

- Bilingual requirements of any kind

UNACCEPTABLE CERTIFICATIONS / LICENSING

This is not an all-inclusive list and it is not meant to define all possible certificates and licensing. Generally, any certification or licensing that requires schooling or pricey testing is unacceptable. Always check with a manager if you have questions about a certification listed.

Armed Security / Concealed Weapons permits
CMA (certified medical assistant)
CNA
HVAC
RNA
Secret (security)
Top Secret (security)

ACCEPTABLE CERTIFICATIONS / LICENSING

This is not an all-inclusive list and it is not meant to define all possible certificates and licensing. Always check with a manager if you have questions about a certification listed.

Ability to obtain…
Anything that states “preferred”
BLS (basic life support)
CDL (commercial driver’s license)
CPR
Crane certification
EPA
Forklift
Guard card
TSA Clearance
Willingness to obtain…

Some Dos and Don’ts of Writing

Below are some general Dos and Don’ts of writing. Remember, these are not all-inclusive and can (and probably will) change. Keep them in mind throughout your writing process.

Things to embrace (Dos)

- Double check your work and proofread your ads before submitting them.
- Include pay or benefits if listed in the ad (Do NOT include Tuition Reimbursement).
- Always write job titles as singular positions.
- Vary your ad copy format for each rewrite, especially when writing multiple ads for one job.
- Vary your opening in every rewrite, especially when writing multiple ads for one job.
- Identify shift information in ads, especially 2nd shift, if it is available.
- Use proper grammar and punctuation in writing, no multiple punctuation marks.
- Format ads in an easy to read, visually appealing manner.
- Keep bullet style consistent throughout the ad.
- Make your ads visually different for each rewrite of a job you do.
- Vary your closing structure for each rewrite.
- If you are writing a sentence that has conditions, use a comma after the last one.
- If you use a slash (/) or hyphen (-) in your writing, ensure you place a space before and after to separate it from any word or number around it that can be used as a searchable keyword or phrase.
- Do not avoid a hyphenated word if it will change the meaning of the word or feel of your sentence.
- Use the job title and keywords in your writing often but without overkill.
- Keep the position title consistent in multiple ad rewrites.
- Treat the position title as a proper noun when mentioning the position directly.
- Always use the full title; do not abbreviate or shorten position titles as they often contain keywords.
- Keep verb tenses consistent in paragraphs and sentences and make sure they are complete sentences.
    - ***For example:*** Our Administrative Assistant is responsible for *providing* support to senior staff, *maintains* office supplies, *analyzes* data, *prepares* correspondence, and **[*missing*]** many other duties of a similar nature.
    - ***Rewrite***: Our Administrative Assistant *provides* support to senior staff, *maintains* office supplies, *analyzes* data, *prepares* correspondence, and *completes* many other duties of a similar nature.
- Be consistent when punctuating bulleted lists (all or none).
- Treat proprietary software as proper nouns and capitalize or abbreviate accordingly (Ex: Microsoft Office, MS Office, QuickBooks, EPIC, HRIS).
- Always use the job title at least once in the actual ad.
- Make sure your subjects and verbs agree (is/are, will/have/has).
- Adhere to the Experience Rules: Change any experience over 1 year to a general term and list experience at or under 1 year.
- Identify part time, temporary, or contract positions in the body of the rewrite (never the title).

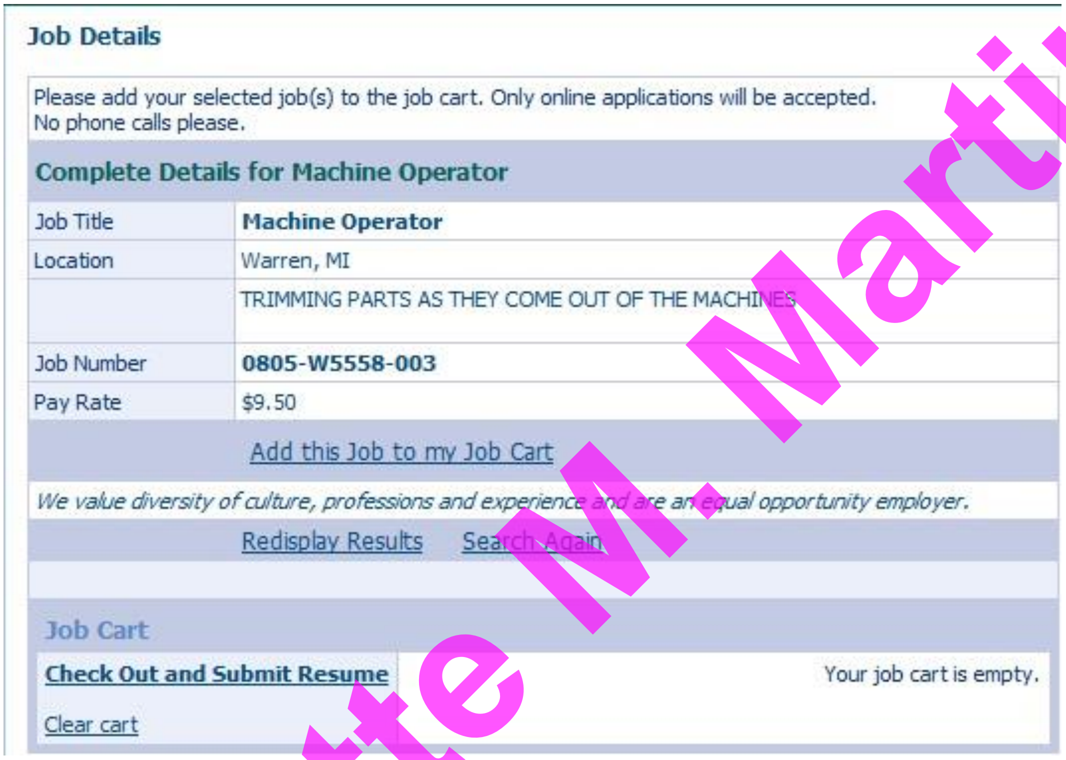
Things to avoid (Don'ts)

- Never change the pay in a job or add it if it is not mentioned.
- Do not use a generic pay line if there is no pay mentioned.
- Do not use the same ad format or phrasing repeatedly (aside from appropriately used keywords).
- Don't overwrite the job.
- Do not use abbreviations (CSR, HR, FT, DOE, TBD, Rep, Asst., Admin, etc.) **There are some exceptions discussed later.*
- Avoid using industry specific jargon or phrases.
- Do not use & instead of typing the word "and".
- Do not use and/or – pick one.
- Do not use semicolons (;) in your writing.
- Do not identify part time, temporary, or contract opportunities in a job title.
- Do not use a bulleted list for one item.
- Do not use the same closing for multiple rewrites of the same job.
- Do not / or – keywords without proper spacing.
- Do not capitalize Random Words or company industries in your writing.
- Do not use a comma in a two item list.
- Do not double space after sentences or between words (this is very important in mail jobs where the number of characters is limited).
- Do not use Tuition Reimbursement in the ad.

REWRITE FORMATS

There are basic ad formats you will be using to vary your writing. This is important to incorporate into your styles since you will be writing the same job up to four times. Below, we have original ads written in each style. As you will notice, not all original ads will have an ideal amount of information but they can all be successfully rewritten in each format by identifying the important elements of the original and building on them.

Original Ad 1: Minimal Information



Job Details

Please add your selected job(s) to the job cart. Only online applications will be accepted.
No phone calls please.

Complete Details for Machine Operator

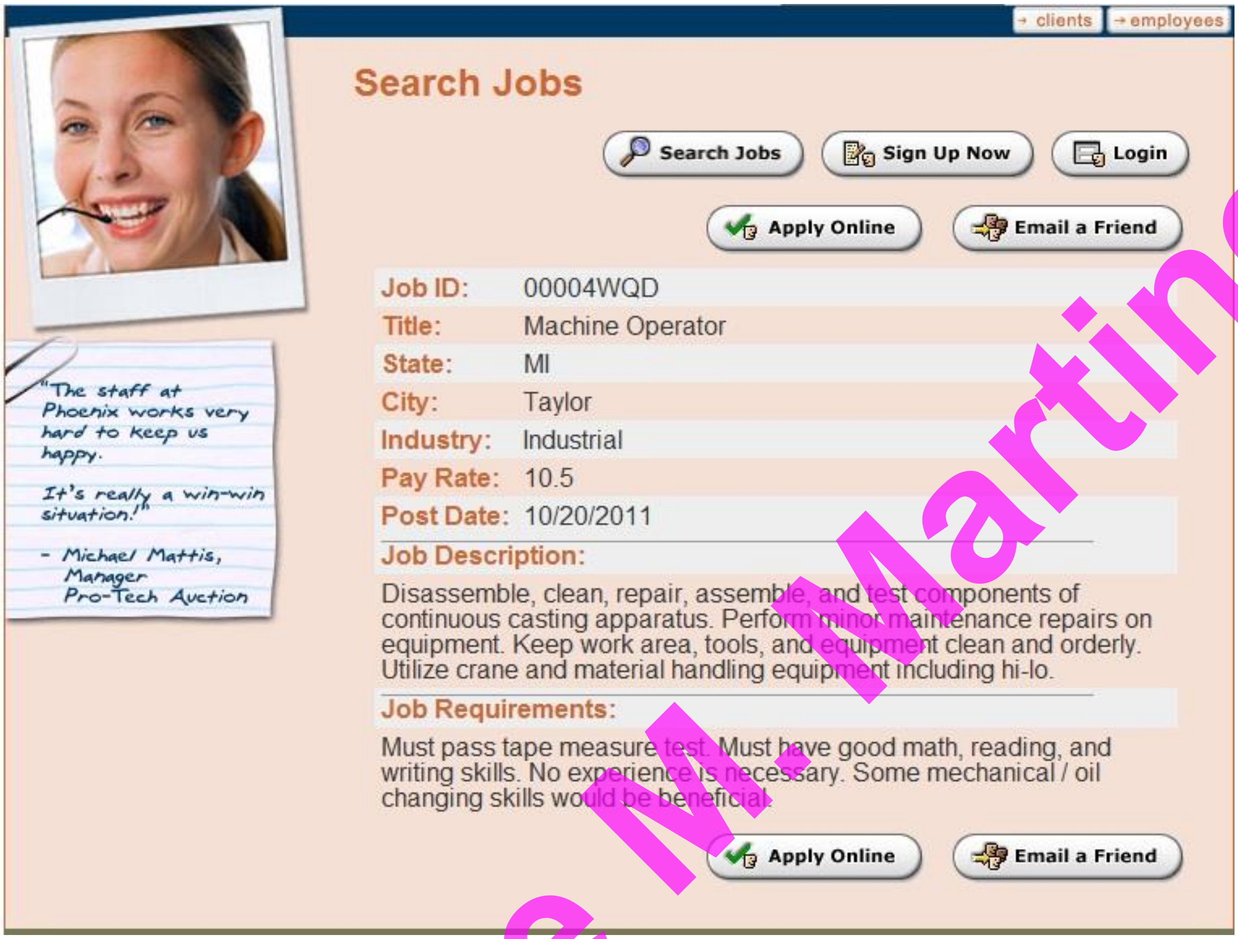
Job Title	**Machine Operator**
Location	Warren, MI
	TRIMMING PARTS AS THEY COME OUT OF THE MACHINES
Job Number	**0805-W5558-003**
Pay Rate	$9.50

We value diversity of culture, professions and experience and are an equal opportunity employer.

Job Cart

Your job cart is empty.

Original Ad 2: Moderate Information



Search Jobs

"The staff at Phoenix works very hard to keep us happy.

It's really a win-win situation!"

- Michael Mattis, Manager Pro-Tech Auction

Job ID:	00004WQD
Title:	Machine Operator
State:	MI
City:	Taylor
Industry:	Industrial
Pay Rate:	10.5
Post Date:	10/20/2011

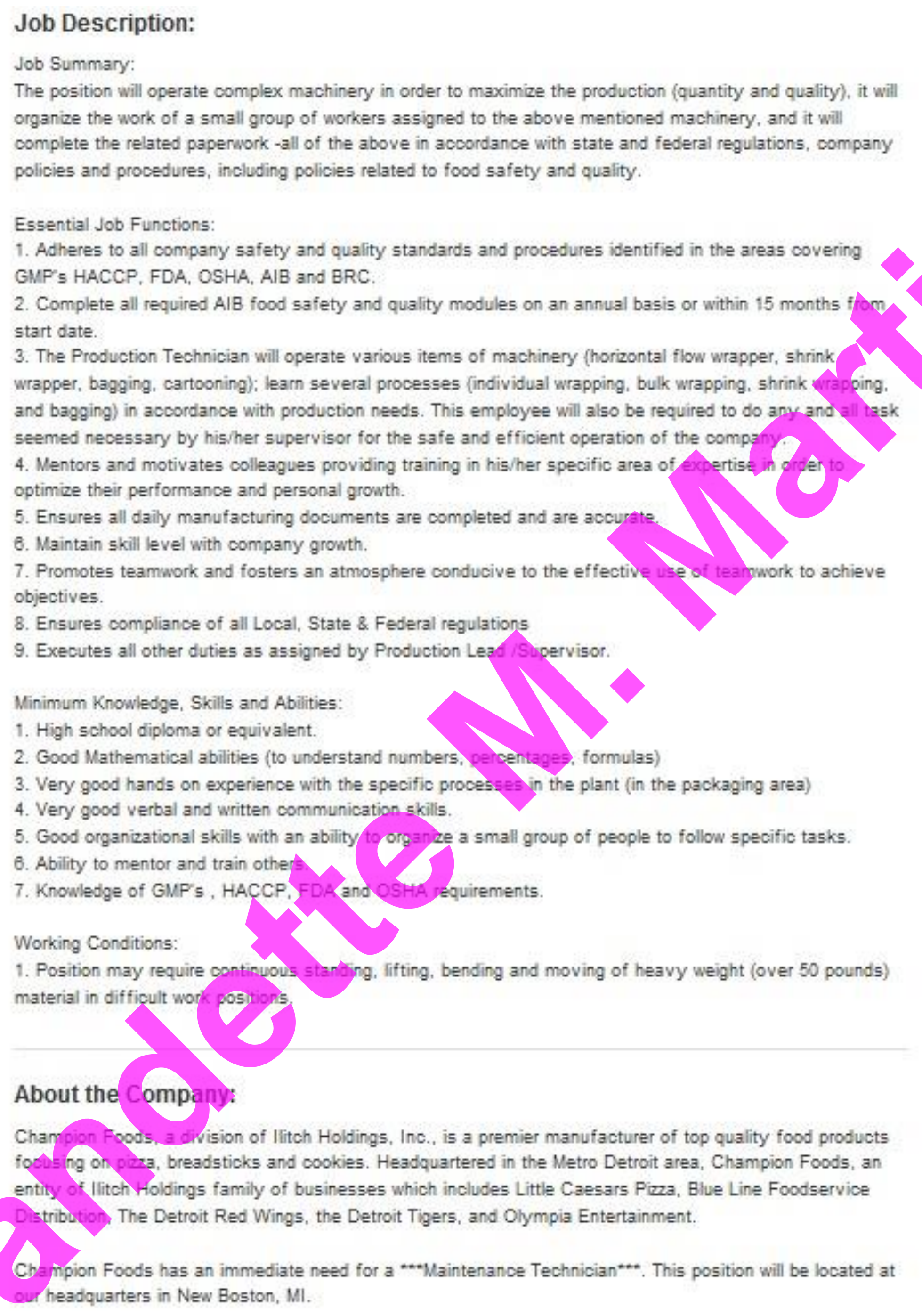
Job Description:

Disassemble, clean, repair, assemble, and test components of continuous casting apparatus. Perform minor maintenance repairs on equipment. Keep work area, tools, and equipment clean and orderly. Utilize crane and material handling equipment including hi-lo.

Job Requirements:

Must pass tape measure test. Must have good math, reading, and writing skills. No experience is necessary. Some mechanical / oil changing skills would be beneficial.

Original Ad 3: Excessive Information



Job Description:

Job Summary:
The position will operate complex machinery in order to maximize the production (quantity and quality), it will organize the work of a small group of workers assigned to the above mentioned machinery, and it will complete the related paperwork -all of the above in accordance with state and federal regulations, company policies and procedures, including policies related to food safety and quality.

Essential Job Functions:
1. Adheres to all company safety and quality standards and procedures identified in the areas covering GMP's HACCP, FDA, OSHA, AIB and BRC.
2. Complete all required AIB food safety and quality modules on an annual basis or within 15 months from start date.
3. The Production Technician will operate various items of machinery (horizontal flow wrapper, shrink wrapper, bagging, cartooning); learn several processes (individual wrapping, bulk wrapping, shrink wrapping, and bagging) in accordance with production needs. This employee will also be required to do any and all task seemed necessary by his/her supervisor for the safe and efficient operation of the company.
4. Mentors and motivates colleagues providing training in his/her specific area of expertise in order to optimize their performance and personal growth.
5. Ensures all daily manufacturing documents are completed and are accurate.
6. Maintain skill level with company growth.
7. Promotes teamwork and fosters an atmosphere conducive to the effective use of teamwork to achieve objectives.
8. Ensures compliance of all Local, State & Federal regulations
9. Executes all other duties as assigned by Production Lead /Supervisor.

Minimum Knowledge, Skills and Abilities:
1. High school diploma or equivalent.
2. Good Mathematical abilities (to understand numbers, percentages, formulas)
3. Very good hands on experience with the specific processes in the plant (in the packaging area)
4. Very good verbal and written communication skills.
5. Good organizational skills with an ability to organize a small group of people to follow specific tasks.
6. Ability to mentor and train others.
7. Knowledge of GMP's , HACCP, FDA and OSHA requirements.

Working Conditions:
1. Position may require continuous standing, lifting, bending and moving of heavy weight (over 50 pounds) material in difficult work positions.

About the Company:

Champion Foods, a division of Ilitch Holdings, Inc., is a premier manufacturer of top quality food products focusing on pizza, breadsticks and cookies. Headquartered in the Metro Detroit area, Champion Foods, an entity of Ilitch Holdings family of businesses which includes Little Caesars Pizza, Blue Line Foodservice Distribution, The Detroit Red Wings, the Detroit Tigers, and Olympia Entertainment.

Champion Foods has an immediate need for a ***Maintenance Technician***. This position will be located at our headquarters in New Boston, MI.

PARAGRAPH

This is exactly what it sounds like. The ad is rewritten in paragraph form. It can be one or multiple paragraphs depending on length and information. If you notice a paragraph getting long, break it up. Most of our ads will be viewed on a computer screen and the eye gets fatigued reading long paragraphs. This may turn off a job seeker and make them decide to skip our ad. Format the rewrite to make the ad visually appealing.

Minimal Information

If you are searching for work in the manufacturing industry, you may be interested in our Machine Operator position! Our company is searching for a qualified candidate to perform a variety of production functions in a safe, timely manner. Specifically, our Machine Operator will be trimming finished parts as they exit our production line.

An ideal applicant will have a strong work ethic and high mechanical aptitude. We will expect all candidates to also be capable of following basic instructions. The starting pay for this position is $9.50 per hour.

Moderate Information

Our manufacturing company is currently searching for a new Machine Operator. The Machine Operator will be responsible for assembling, disassembling, and testing their machinery as needed. They will also be performing minor repairs and maintenance on the equipment as necessary.

To qualify for the position, applicants must be able to pass a tape measure test and have good math skills. We also require that candidates have effective communication skills and preferably some mechanical work knowledge.

We will provide a starting pay of $10.50 per hour.

Excessive Information

Are you an experienced packaging professional seeking employment? We are now searching for a Packaging Machine Operator that has the ability to lead others and maintain the highest safety standards. All applicants for this position must possess a High School Diploma (or equivalent), solid math skills, and the ability to organize others effectively.

If you are selected as our Packaging Machine Operator, you will be helping a small group of workers operate the packaging machinery in a safe, efficient manner. We will count on your to motivate other workers and ensure that all work documents are completed. Other duties will be assigned by the supervisor as needed.

BULLET

In this format you are creating short lists of requirements and duties and sometimes benefits (depending on the original ad). These can be broken up into categories for lengthy ads or combined for ads that have less information in the original. You can include an opening or just list the position and bullet items.

Minimal Information

Machine Operator
Salary: $9.50 per hour

Requirements:
- Basic math skills
- Strong mechanical aptitude
- Effective communication skills
- Ability to follow instructions

Job Duties:
- Following proper safety procedures
- Operating production machinery according to instructions
- Trimming finished parts upon completion
- Performing other duties as assigned

Moderate Information

Machine Operator needed for local manufacturing plant!

Job Responsibilities:
* Assembling and operating casting machine in a safe manner
* Performing basic maintenance and repairs on machine
* Keeping work area clean and orderly
* Operating material handling equipment when necessary

Qualifications:
* Ability to pass tape measuring test
* Solid math and reading skills
* Strong work ethic
* Ability to follow instructions

Pay: $10.50 / hour

Excessive Information

How would you like to put your knowledge and skills to use as a Packaging Machine Operator? If you meet the qualifications, please apply today!

Responsibilities:
* Keeping up with and following all safety regulations
* Learning several processes involved with packaging of goods
* Operating packaging machinery
* Assisting team members and leading by example

* Completing other tasks as assigned by the supervisor

Required Skills and Qualifications:
* High School Diploma or GED
* Solid math proficiency
* Good written and verbal communication skills
* Ability to mentor and train others
* Strong organizational skills
* Physical ability to lift over 50 pounds

HYBRID

In this style, as you may have guessed, you will use both of the styles above. You can open with a paragraph and lead into bullets, open with bullets and lead in to a paragraph, or have a set of bullets sandwiched between an opening and a closing paragraph. Ensure it is still visually appealing and follows all the rules discussed and the sky's the limit.

Minimal Information

Are you a mechanically inclined individual searching for employment? If so, you should apply today to join our team as a Machine Operator. Our factory is searching for a person to trim finished parts and perform other production functions as needed. We require our Machine Operators to uphold the highest quality and safety standards.

Qualifications include:
* Basic communication skills
* Ability to understand basic instructions
* Knowledge of basic shop math
* Familiarity with machine operation

Compensation: $9.50 / hr.

Moderate Information

We are seeking a candidate to take over our vacant Machine Operator position. If you have good math and measuring skills, you should apply today! We will be giving a tape measure test prior to employment. Candidates that are familiar with machinery and oil changing will be given extra preference.

Responsibilities:
* Assembling / disassembling machinery
* Cleaning, repairing, and testing machine components
* Operating casting apparatus safely
* Keeping work area clean and orderly
* Performing material handling duties as needed

Starting pay will be $10.50 per hr.

Excessive Information

If you have proven experience working with packaging, you should apply today to be our new Packaging Machine Operator! The Packaging Machine Operator is responsible for the following duties:

- Adhering to all company safety and quality standards
- Operating a variety of machinery associated with the packaging process
- Mentoring and motivating team members
- Executing other duties as assigned

The perfect candidate for the position will have strong math skills and solid experience working in the manufacturing industry. They will also possess great leadership skills and the ability to communicate effectively with others. This position will require a High School Diploma (or GED) and the ability to perform continuous standing, lifting, and bending.

Description (Feed/Craigslist) ads are what you will see most often. You will be using all the formats mentioned above and incorporating all your Dos and Don'ts here. It's perfectly acceptable to be lenient with full sentences and use some of the shorter phrases you'll see in the **How to Say It** section later on.

MAIL JOBS

Mail rewrites are completely different. These ads will actually be sent out in letters and sent off to job seekers inside a form letter response. Think of them as a tweet version of a job ad. These have a maximum of 250 characters (including spaces) for you to write with. They must be completely grammatically correct and only written with full, complete sentences. When writing Mail ads, you want to focus on specific duties, requirements, or both in 2-3 short, yet complete, sentences.

This is an example of the Mail Form Letter the job seekers will receive. The **<Your Paragraph Here>** denotes where your rewrite will go.

<Job Seeker>,

After receiving your resume I feel that you are a good candidate for a recently opened position. I am currently seeking professionals in the Orlando area who have experience in the <Job Title> field.

<Your Paragraph Here>

You can fill out the online application here:
<link to job>

I believe you have the skills that would make you an ideal candidate for this position. Qualified candidates will have the ability to multi-task, quickly solve problems as they occur, and work with little supervision. Visit us online today to submit your resume for consideration.

Thank you,

When writing these jobs, you want to make sure you are not wasting characters on anything that is already mentioned within the form letter. This is why these rewrites must be extremely specific to the duties or non-generic requirements of the position.

Minimal Information

The selected candidate will be trimming parts during the finishing stage of production. Ideal applicants must possess solid math and communication skills in order to perform basic job functions. All candidates should have solid mechanical skills. (249 characters)

Moderate Information

If hired, you will be assembling, disassembling, repairing, and testing components of your casting machine. You will also perform simple maintenance and repairs as needed. The use of material handling equipment will also be required at times. (244 characters)

Excess Information

If selected, you will operate packaging machinery, learn other manufacturing processes, maintain safety standards, and lead other team members. You will also promote teamwork, train others, and complete other duties as required by the supervisor. (247 characters)

SPECIAL CONSIDERATIONS FOR WRITING MAIL ADS

- Watch your character count. If you copy and paste into the Mail box, it will throw off the counter on the right hand side. You must be sure to keep characters at or under 250.
- You do not need to name the position in these ads. The rest of the letter will take care of that. Use those characters to mention a duty or requirement instead.
- Always refer to “the company” and never “our company” as we (SoftRock) are not actually hiring the job seeker. Never use “we” or “our” in a mail ad.
- Do not hit enter or include any kind of breaks. These rewrites should always appear in one paragraph.
- Do not double space after sentences of between words.
- Do not use colons, slashes or exclamation points.
- Always use complete sentences with subjects stated.
- Be selective with verb choice that ads extra characters. Take a look at the example below. The original is one character over the limit but changing the opening sentence from “will be” and all the verbs ending in “–ing” brings the total count down to 245 characters.

  Original rewrite (251 characters): You will be performing basic clerical duties such as answering telephones, typing up documents, maintaining calendars and scheduling meetings. Requirements include a high school diploma/GED, Microsoft Office skills, and some administrative experience.

  Altered rewrite (245 characters): You will perform basic clerical duties such as answering telephones, typing up documents, maintaining calendars and scheduling meetings. Requirements include a high school diploma/GED, Microsoft Office skills, and some administrative experience.

HOW TO SAY IT

The following pages contain examples of things you can use. This is not an all-inclusive list and it is not meant to dictate the only ways you can say things. Use them as a general guide to get you started and feel free to experiment, mix and match, and add your own ideas as you grow more comfortable with the writing style. This information can also be found on our internal network by going to the start menu and typing the path: **\\Fsmaster\Main Share\Paid Media\Copywriter Resources** and selecting the **Copywriter Resources - Different Lines.**

OPENINGS

Now hiring
Looking to hire
Seeking
Looking for
Hiring candidates for
Inviting candidates to apply
Currently recruiting for
Currently hiring for
Currently looking for
Currently searching for
Recruiting candidates with
Searching for candidates
Immediately hiring for
Trying to find candidates that

Now accepting applications from candidates that

Accepting applications for

Immediately accepting applications from candidates that

We are currently seeking a
Seeking a professional with

Looking for candidates who can start immediately that have

Excellent entry level opportunity to join a fast-growing company!

Great opportunity to take on a challenging position with a growing company that offers the opportunity to advance.

Dynamic, growing company looking for

Growing company searching for candidates that

In need of someone who has worked with

Seeking an exceptionally

We are seeking an exceptionally

Are you looking for a new job in a challenging position?

Are you tired of your dead end job and looking to find a position with an established company?

Are you ready to work in a career oriented position with a fast paced company?
Are you looking for a job that will offer you the opportunity to grow and advance?

We are in need of a candidate

We are looking to fill

Blank wanted for immediate hire.

Looking to fill a vacancy

We are searching high and low for the right

Well known establishment is searching

We have an immediate opening for

Currently looking to hire a

Looking for candidates that have experience with

Must have a background in

Must have the ability to

As a/an (blank), you should have…

We are hoping to find someone…
The ideal candidate
The ideal applicant
The ideal individual

The ideal person
The perfect applicant
The perfect candidate
The perfect person
The perfect individual
The selected candidate
The selected person
The selected applicant
The selected individual
Our perfect candidate
Our perfect person
Our perfect applicant
The right individual
The right candidate
The right applicant
The right person
The person
The candidate
The applicant
The individual
This candidate
This applicant
The best person
This individual
This person
Our ideal individual
Our ideal person
Our ideal applicant
Our ideal candidate
Anyone who would like to Apply
People applying
Qualified candidates
Qualified applicants
Qualified individuals
Highly qualified candidates
Highly qualified applicants
Highly qualified individuals
A quality applicant
A quality candidate
Someone who is qualified
Someone who's qualified
You
The successful candidate
The successful applicant
The appropriate candidate
The appropriate applicant
The appropriate individual
The appropriate person

EXPERIENCE PHRASES

will have experience in
will have experience with
will have knowledge of
will be experienced in
should have knowledge of
should have experience in
should have experience with
should know how to
will know how to
should be experienced in
will need to have
will need to have experience in
will need to have experience with
will need to know how to
will need to be familiar with
will need to be familiar in
will need to have knowledge of
should be familiar in
should be familiar with
must know how to
must be experienced with
must have experience with
must have experience in
must be experienced in
must be familiar in
must be familiar with
will have past history with
will have past history in
must have past history in
must have past history with
should have past history with
should have past history in
will have an understanding of
will have working knowledge of
should have an understanding of
should have working knowledge of
must have an understanding of
must have working knowledge
will have the following
will need the following
should have the following
must have the following
will need experience with
will need experience in
will need working knowledge of
will have
should have
must have
will have a background in
will have a background with
should have a background in
should have a background with
must have a background with
must have a background in
will have had experience in
will have had experience with
should have had experience
should have had experience in
must have had experience in
must have had experience with
will have previous knowledge
will need previous knowledge
must have previous knowledge
should have previous knowledge
will have general knowledge of
should have general knowledge of
must have general knowledge of
must have prior experience
should have prior experience
will have prior experience

REQUIREMENTS PHRASES

High School Diploma or GED

possess a winning attitude in a team environment

high level of energy
great customer service skills
responsible
friendly
detail-oriented
great attitude
cash handling
motivated
self-motivated
dependable
organized
uphold strict confidentiality
be able to work independently or in a team environment
must take initiative
strong project management skills
blank background can be helpful

able to learn new processes quickly

Flexibility to move seamlessly among various projects on a daily basis is required.

transferable skills
filing
great organizational skills
administrative tasks
common sense
creativity
self-sufficient
energetic
self-starter
strategic thinker
passion for working with children
basic computer knowledge
advanced computer knowledge
Microsoft Office software
great communication skills
flexible
productive
schedule appointments
answering phones

polite and helpful
hard working
great work ethic
computer savvy
attention to detail, with a focus on accuracy
curious to learn more than taught
scheduling
prioritizing
pleasant phone voice
patience
follow-through
ability to meet deadlines
time management
problem solving
needing little to no supervision
quality assurance
warehouse practices
picking/packing
shipping

sorting
inventory
team player
follow directions
dedicated
speak and understand English
reliable
handling stress
safe
maintenance issues
enjoys routine work
repairs
light maintenance
ordering supplies
data entry
ability to handle pressure

ability to handle multiple projects simultaneously
punctual
fast learner
ability to multi-task
able to handle priorities in a fast paced, intense environment

call center environment
positive, “can-do” attitude
creative

shows initiative
logical
able to work independently with minimal supervision

interacting with people at different levels

present a professional image
processing payments
stock
courteous
assembly lines
manufacturing
machine operations
hands on
willingness to learn new things
pays close attention to details
loading and unloading
forklift experience
strong work ethic
stable work history
efficient
effective speaker
writing skills
listening attentively
expressing ideas
facilitating group discussions
providing appropriate feedback
negotiating
perceiving nonverbal messages
persuading
editing
setting goals
imagining alternatives
identifying problems
creating ideas
extracting important information
defining needs
analyzing
developing rapport
being sensitive
providing support to others
initiating new ideas
handling details
coordinating tasks
managing groups
promoting change
decision making

decision making with others
managing conflicts
attending to detail
enlisting help
accepting responsibility
setting and meeting deadlines
organizing
making decisions
critical thinking
researching
computer expertise
typing skills
database maintenance
flexibility
adaptability
computer literacy
technical literacy
reasoning
administrative skills
analytical skills
management skills
computer skills
conflict management
customer focus
dealing with ambiguity
following instructions
goal orientation
motivating others
openness to change
technical skills
advising people
finding information
dispensing information
remembering information
identifying important information

ENDINGS / PHRASES

Come join our team!

Equal Opportunity Employer.
Apply today for immediate consideration!

EOE / Drug free workplace.
If this sounds like you, apply today!

Is this you? If so, we would love to hear from you!

Does this role sound like you?

Apply now!

On-the-job training available.
Company focused on learning and development.

If you thrive in a fast-paced, high volume environment, apply today.

Qualified candidates are encouraged to apply.

Bilingual candidates are encouraged to apply.

This position is eligible for benefits.

On the job training is offered to employees.
This person will have a comprehensive range of tasks with limited supervision.

Prior experience preferred, but not required.

To be successful in this role, one must be proactive, friendly and able to multitask while being organized.

One year of general office experience is preferred but not required.

Looking for candidates that can step into a Supervisory Role.
Training is offered.
We are looking for someone who has all of these qualities not necessarily the experience.
You do not need experience for this position, we are willing to train the right person.
We need someone who has the best interest of the company at heart.
We are looking for a candidate that has a winning attitude and is looking for a career path to start on.

This position is crucial to our company as you will need to be able to identify any issues / concerns immediately and resolve them accordingly.

We are looking for this person to start as soon as possible.

We will train the right candidate however someone with previous reception experience would be ideal.

As a respected member of our company you will receive aggressive pay as well as a generous benefits package.

We provide all the foundation needed to start you on your career path and move ahead.

We want you to feel comfortable and be rewarded for all the skills you bring to the table.

Benefits / Vacation Time are included.

Apply today for immediate consideration! E/O/E

The ideal candidate will also possess a great personality and always offer over the top customer service.

This position will offer a flexible schedule and the ability to move up and around the company.

We do offer training so we encourage all to apply.

We need candidates that are interested in getting paid fairly for their efforts, who want to enjoy a generous benefits package and enjoy being promoted from within.

We offer great benefits and the ability to move ahead in a fast paced environment.

We are offering day schedules, great benefits and pay.

We will need someone that is dedicated to what they do and is looking for a career path.

This position is Full-time with a full benefits package and company perks.

We are looking for characteristics more so than experience, we will train the right candidate.

If you are looking for a change and want to embark on a career then look no more!

Benefits available, salary

commensurate with experience ($12.00 to $16.00 per hour).

Must be flexible, we offer full and part time schedules.

This position has room to grow - we promote from inside the company.

Benefits offered include: vision, dental, health and sick days / vacation time.

To be considered, applicants will need to meet the following requirements:

Ability to analyze work-related situations and make decisions in an effective manner.

Experience is not necessary to be successful in this position…

We value diversity!

blank are always encouraged to apply

will possess a wide range of skill sets gained as a

PAY / COMPENSATION

Compensation: $10.59 - 12.93/hr

Pay: $10 - $12 hourly

Salary: $28,000 - $32,000

Competitive Pay

Pay is $10-$12/hr

Compensation: $15-$17/hour

Salary: $30,000-$31,000

Pay: $10.00 - $13.00 hourly

Pay: $10-$11/hr

Compensation: $12 - $15/hr

Yearly Salary: $30,500 - $33,500

$37k - $40k annually salary plus a great benefits package is available after a probationary period.

$13.00 - $16.00 per hour + benefits

We are offering flexible hours, great pay ($13-$15 per hour) and a benefits package that can't be beat!

We offer a generous benefits package along with a pay range of $15-$20 per hour depending on experience.

$14.00 - $17.00 per hour based on experience. Benefits are provided after a probationary period.

$15.00 to $18.00 per hour

$15.00 - $19.00 per hour with benefits

$13 - $16 / hourly + benefits

$10.00 - $12.50 per hour

$13.00 + hourly

Starting pay rate: $10.00 - $13.00 per hour depending upon experience.

We are offering a pay rate of $12.00 - $13.00 per hour along with a great benefits package.

$14.00 - $18.00 per hour plus benefits.

We offer a starting salary of $13 - $16 per hour depending on skill set and experience.

We are offering a great entry level position at a mid-level salary range ($15.00 - $20.00 per hour) and a great
benefits package that includes medical, dental and vision as well as many other benefits.

Work for a great company with full benefits, full or part time schedules, generous salaries ($12.00 - $13.00 per hour).

$15.00 - $17.00 per hour and Benefits

This full time position offers generous compensation, benefits and a casual work environment.

This position offers benefits and a flexible schedule.

Competitive pay and benefits package.

Great benefits package offered, including: health, dental, vision and sick time / vacation leave.

Excellent benefits package for our employees.

A generous benefits package that consists of medical, dental, vision and life insurance is also included.

We offer a competitive salary range of $13.00 to $19.00 per hour depending upon your experience.

Pay will range between $14-17 / hour.

Curious to learn more? Apply now!

ADJECTIVES

accurate
action oriented
active
adept
aggressive
agreeable
ambitious
amicable
approachability
approachable
assertive
authoritative
bright
capable
charming
cheerful
clever
coachability
competent
composure
concentration
confident
conscientious
considerate
continuous improvement
cooperative
credible
cultured
dazzling
decisive
delightful
determined
devoted
diligent
drive for results
dynamic
eager
eager to meet challenges
easy going
efficient
energetic
energetic
entertaining
enthusiastic
experienced
expert
extrovert
generous
go-getter
good-natured
happy
happy-go-lucky
harmonious
helpful
high level of energy
honesty
humor
initiative
innovation
instinctive
integrity
interpersonal relations
inventive
kind
kind-hearted
knowledge hungry
knowledgeable
leadership
learner
likeable
lively
loyal
mature
morality
open
open to new ideas
outgoing
passionate
performance under pressure
perseverance
perspective
persuasive
pleasant
polished
polite
positive
potential
professional
professionalism
proficient
qualified
quality-focused
quickly assimilates to new concepts
receptive
resilient
resourcefulness
responsive
risk-taker
self-assured
self-development
setting high standards
sharp
sincere
sincere
skillful
sociable
stress management
supportive to peers
tact and diplomacy
takes initiative with no supervision
talented
tenacious
thoroughness
thoughtful
trustworthy
understanding
upbeat
vigorous
warm
willing
work independently

Below are some examples of common words where an abbreviation or hyphen is acceptable, common words that should not be capitalized, and some alternative ways to write some hyphenated words. Keep in mind, this list is not all inclusive and constantly evolves.

HOW TO WRITE A HIGH SCHOOL EDUCATION REQUIREMENT

Any of the following are acceptable ways to write a requirement of a high school education. If you mention it more than once in a rewrite for any reason you must stay consistent with your choice.

High School Diploma
high school diploma
HS Diploma
HS diploma
High School degree
High School education
High School graduate

High School Degree
High School Education
High School Graduate

*High school diploma (if a bulleted item or starting a sentence)

…an HS Diploma…(if in the middle of a sentence)

…an HS diploma…(if in the middle of a sentence)

APPROVED ABBREVIATIONS

Common computer program abbreviations associated with an industry are generally acceptable.

A/C or AC (air conditioning)
AC / DC (alternating / direct current)
ACH
ADP (human resources)
ASAP
BCLS (heath care)
BLS (health care)
CCTV (security)
CDL
CFC (warehouse)
CLEET (security lower level certifications)
CMM (warehouse)
CNC (warehouse)
CPA (certified public accountant)
CPO (construction/trades)
CPT (health care)
cwpm/CWPM
DMV
DOD (department of defense)
DOT (transportation)
EAS (emergency alarm system)
EOE (equal opportunity employer)
EPA
ERP (accounting)
FANUC (warehouse)
FMLA (human resources)
HCPC
HIPAA
HRIS (human resources)
HS Diploma
HVAC
ICD-9 (health care, only when preferred)
ID
kph/KPH
LAN (local area network)
lbs.
Mac
MIG (welding)
MS Office
MVR
NASA
OTR (transportation)
OSHA
PC
PCB (warehouse/manufacturing)
PCS (warehouse)
PLC (warehouse)
PV (warehouse)
RF (warehouse)
SAP (warehouse)
SCUBA
SMT (manufacturing)
TIG (welding)
TWIC (transportation certification)
UPC
Wpm/WPM

ABBREVIATIONS THAT SHOULD **NOT** BE USED

Most of these abbreviations are keywords when written out and aid in getting our ads in front of job seekers so their abbreviated versions should be avoided. Some are degrees and should never be used in our ads.

Admin (administrative)
ASE
Asst (assistant)
AP (Accounts Payable)

AR (Accounts Receivable)
BA (Bachelor of Arts degree)
BS (Bachelor of Science degree)
CSA (customer service associate)
CSR (customer service representative)
DOE (depending on experience)
FT (full time)
HR (human resources)
PR (public relations)
PT (part time)
Rep (representative)
ROI (medical release of information)
TBD (to be determined)

HYPHENATED WORDS THAT SHOULD BE WRITTEN AS TWO (OR MORE) WORDS

account related
business to business
cash handling
customer focused
customer service oriented
day to day
face to face
first line
(keyword) related (where keyword is any keyword)
service oriented (without customer in front of it)
tractor trailer
warehouse related

HYPHENATED WORDS THAT CAN BE WRITTEN AS A COMPOUND WORD TO AVOID SPACING ISSUES

bilingual
hardworking
multiline
multistory
multitasking
setup
takedown
unload
upsell

COMMON WORDS AND PHRASES WHERE YOU SHOULD USE HYPHENS

Keep in mind some of these can be written as two or more separate words, the style choice is up to the writer.

12-hour
cart-less
check-in
check-out
cross-selling
fast-paced
follow-up
hands-on
in-house
long-term
non-profit
off-site
on-call
on-site
on-time
pick-ups
pre-certification
pre-employment
self-motivated
short-term
start-up
up-to-date
well-being

COMMON SPLIT COMPOUNDS THAT SHOULD BE WRITTEN AS ONE WORD

alpha numeric
blue prints
clean room
multi-tasking
multi line
over time
paper work

THE COPY EDITOR

The **Copy Editor** is responsible for reviewing every ad written by the Writers. Copy Editors ensure rewritten ads meet all the guidelines set by the media department to attract job seekers.

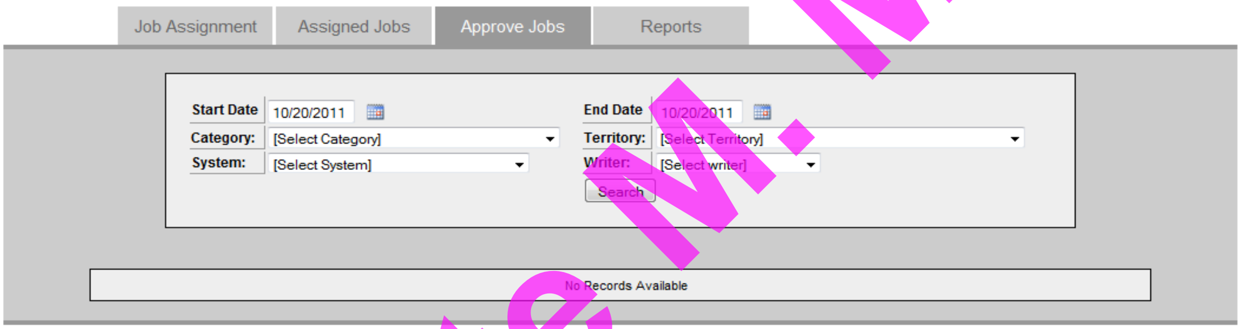
Log into Employer-Network as a Copy Editor.

Your Copy Editor user name: ____

Your Copy Editor password: ____

www.employer-network.com
*Make sure you add the www in front of the address to prevent site glitches.

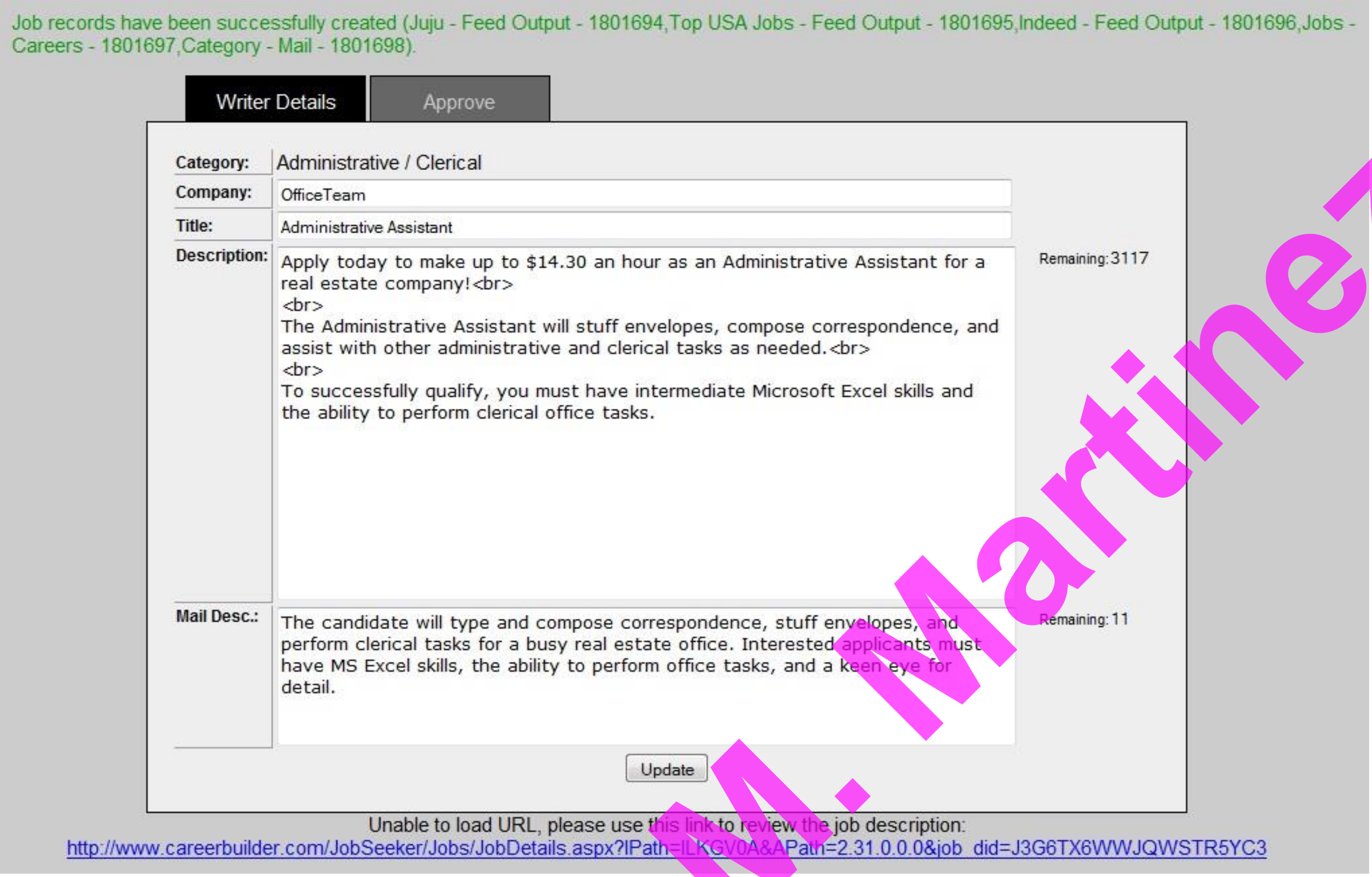
When you log in under your Copy Editor login, you will see a few more tabs than under the Media Analyst or Copywriter screens. To approve jobs, you will click on the "Approve Jobs" tab.



Start Date 10/20/2011
End Date 10/20/2011
Category: [Select Category]
Territory: [Select Territory]
System: [Select System]
Writer: [Select writer]

No Records Available

You will then be given the next job from the pool of jobs waiting to be approved. In this screen you will review the writing and formatting for each individual rewrite. These screens appear the same way they do for Copywriters with the exception of the buttons located at the bottom of the screen.

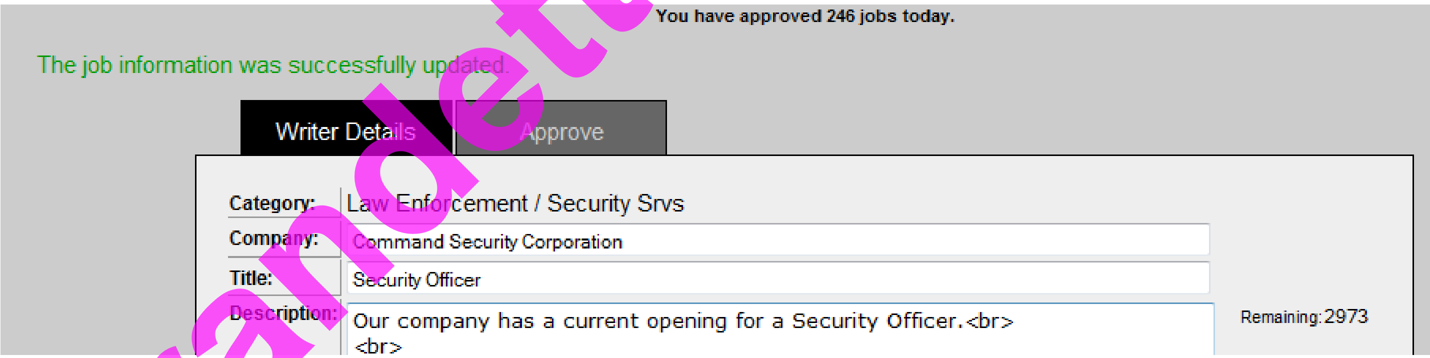


Job records have been successfully created (Juju - Feed Output - 1801694,Top USA Jobs - Feed Output - 1801695,Indeed - Feed Output - 1801696,Jobs - Careers - 1801697,Category - Mail - 1801698).

Category:	Administrative / Clerical
Company:	OfficeTeam
Title:	Administrative Assistant
Description:	Apply today to make up to $14.30 an hour as an Administrative Assistant for a real estate company! The Administrative Assistant will stuff envelopes, compose correspondence, and assist with other administrative and clerical tasks as needed. To successfully qualify, you must have intermediate Microsoft Excel skills and the ability to perform clerical office tasks.
Mail Desc.:	The candidate will type and compose correspondence, stuff envelopes, and perform clerical tasks for a busy real estate office. Interested applicants must have MS Excel skills, the ability to perform office tasks, and a keen eye for detail.

Unable to load URL, please use this link to review the job description:
http://www.careerbuilder.com/JobSeeker/Jobs/JobDetails.aspx?IPath=ILKGV0A&APath=2.31.0.0.0&job_did=J3G6TX6WWJQWSTR5YC3

Ads are checked for grammar, punctuation, clarity, keyword use, category compatibility, and character count in the case of mail jobs. The Copy Editor makes any necessary changes to the titles or rewrites here and clicks the “Update” button at the bottom to save the changes.

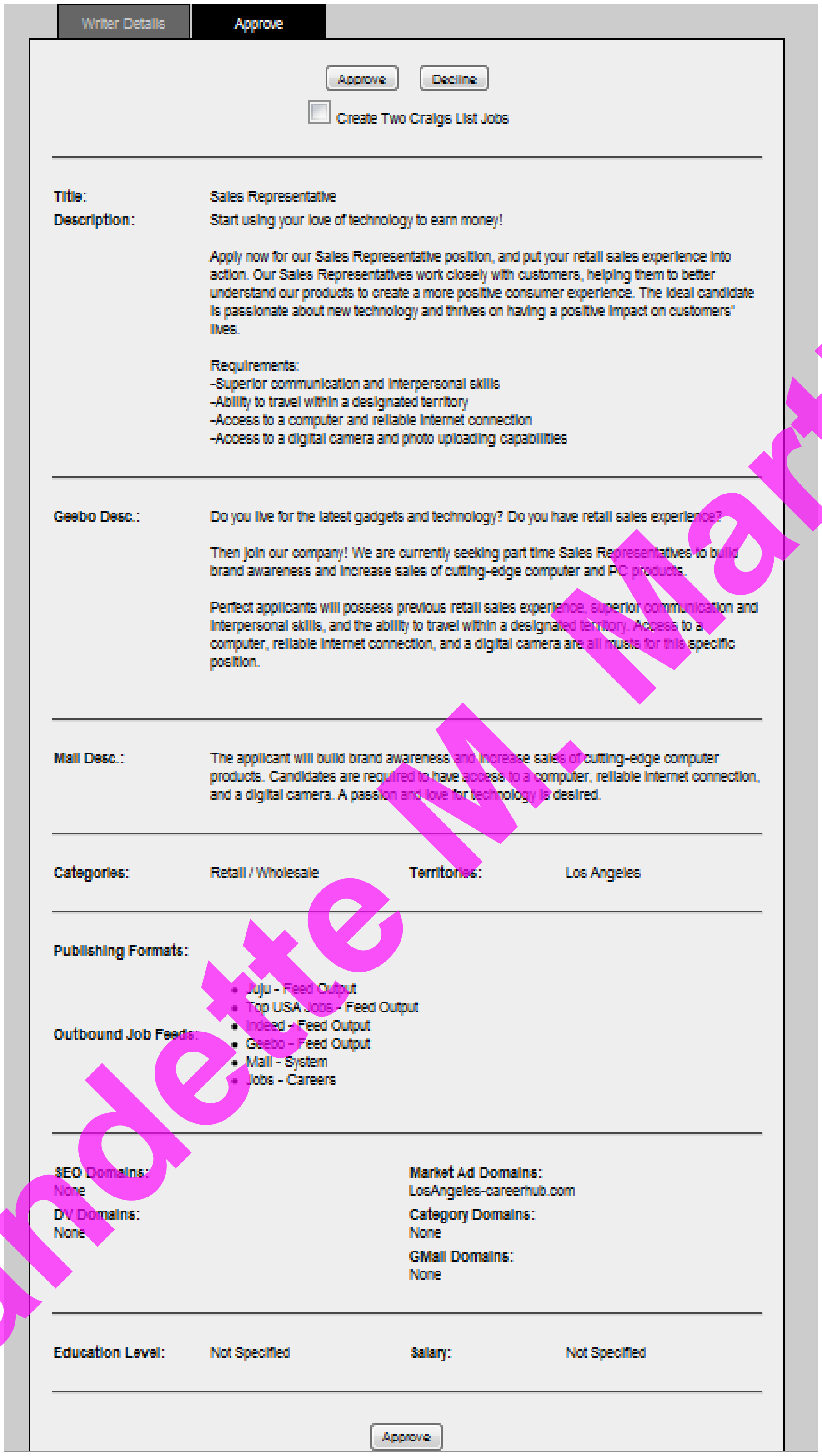


You have approved 246 jobs today.

The job information was successfully updated.

Category:	Law Enforcement / Security Srvs
Company:	Command Security Corporation
Title:	Security Officer
Description:	Our company has a current opening for a Security Officer.

Once all changes have been saved, the Copy Editor will select the “Approve” tab at the top to go to the approval screen. Double check the formatting to ensure each rewrite is visually appealing. If you see large blocks of text that look hard to read for you, a job seeker combing through hundreds of ads a day will likely pass it by simply because they don’t want to strain to read the material. Go back and make any necessary changes under the Writer Details tab.



Title: Sales Representative

Description: Start using your love of technology to earn money!

Apply now for our Sales Representative position, and put your retail sales experience into action. Our Sales Representatives work closely with customers, helping them to better understand our products to create a more positive consumer experience. The ideal candidate is passionate about new technology and thrives on having a positive impact on customers' lives.

Requirements:
-Superior communication and interpersonal skills
-Ability to travel within a designated territory
-Access to a computer and reliable Internet connection
-Access to a digital camera and photo uploading capabilities

Geebo Desc.: Do you live for the latest gadgets and technology? Do you have retail sales experience?

Then join our company! We are currently seeking part time Sales Representatives to build brand awareness and increase sales of cutting-edge computer and PC products.

Perfect applicants will possess previous retail sales experience, superior communication and interpersonal skills, and the ability to travel within a designated territory. Access to a computer, reliable Internet connection, and a digital camera are all musts for this specific position.

Mall Desc.: The applicant will build brand awareness and increase sales of cutting-edge computer products. Candidates are required to have access to a computer, reliable Internet connection, and a digital camera. A passion and love for technology is desired.

Categories: Retail / Wholesale

Territories: Los Angeles

Publishing Formats:

Outbound Job Feeds:
- Juju - Feed Output
- Top USA Jobs - Feed Output
- Indeed - Feed Output
- Geebo - Feed Output
- Mall - System
- Jobs - Careers

SEO Domains:
None

DV Domains:
None

Market Ad Domains:
LosAngeles-careerhub.com

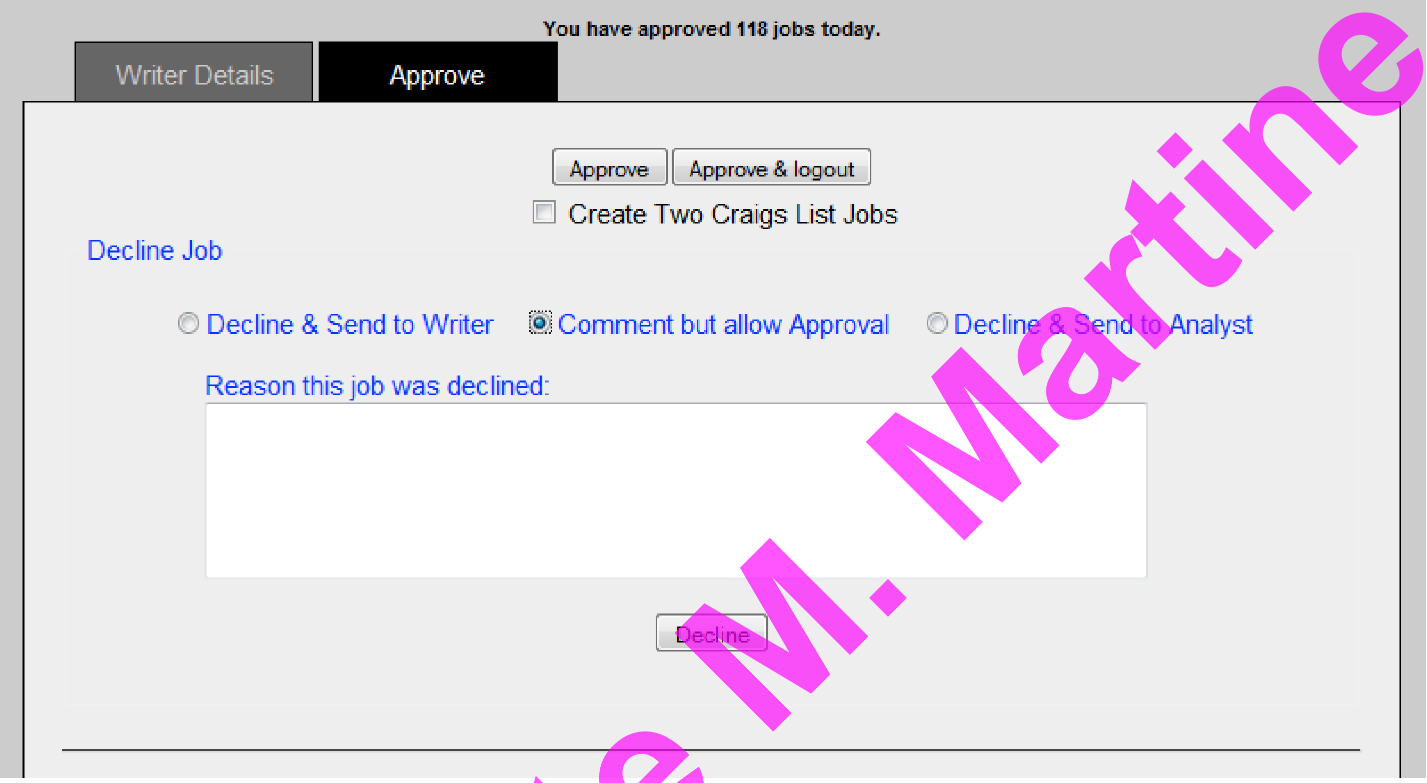
Category Domains:
None

GMail Domains:
None

Education Level: Not Specified

Salary: Not Specified

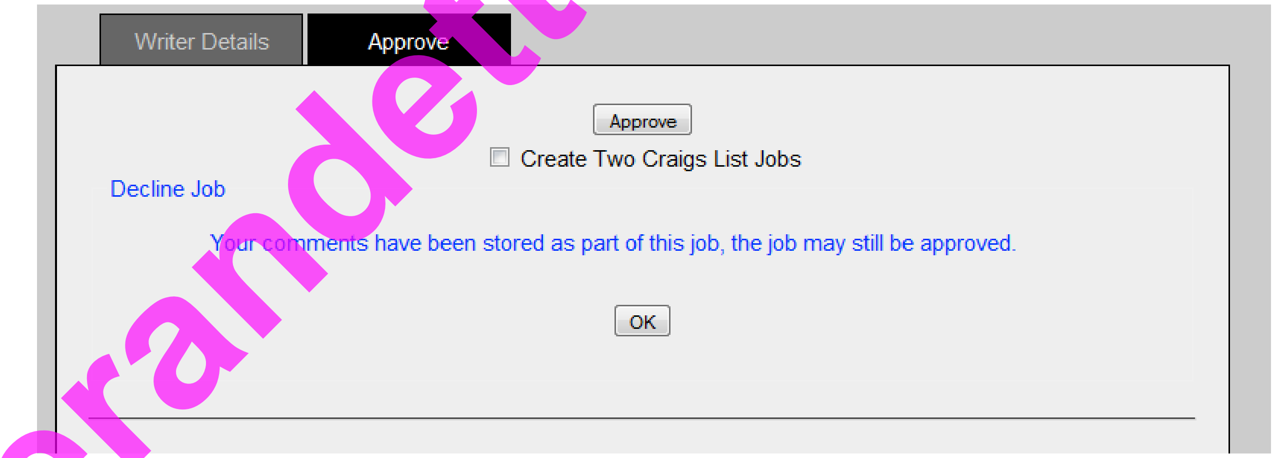
If minor changes had to be made, you will click the “Decline” button at the top of the page. To allow the job to go through, select the radio button in front of “Comment but allow Approval.” Enter some brief, professional notes in the box and click “Decline” again under the box. You will get a message verifying your action with an OK button. To finish approving the job, click “OK” and then click “Approve” at the top. This sends the job forward and stores your comments in a report that can be pulled by the Managers for training and coaching purposes.


Writer Details
Approve
Approve
Approve & logout
☐ Create Two Craigs List Jobs
Decline Job
○ Decline & Send to Writer
○ Decline & Send to Analyst
Decline

You have approved 118 jobs today.

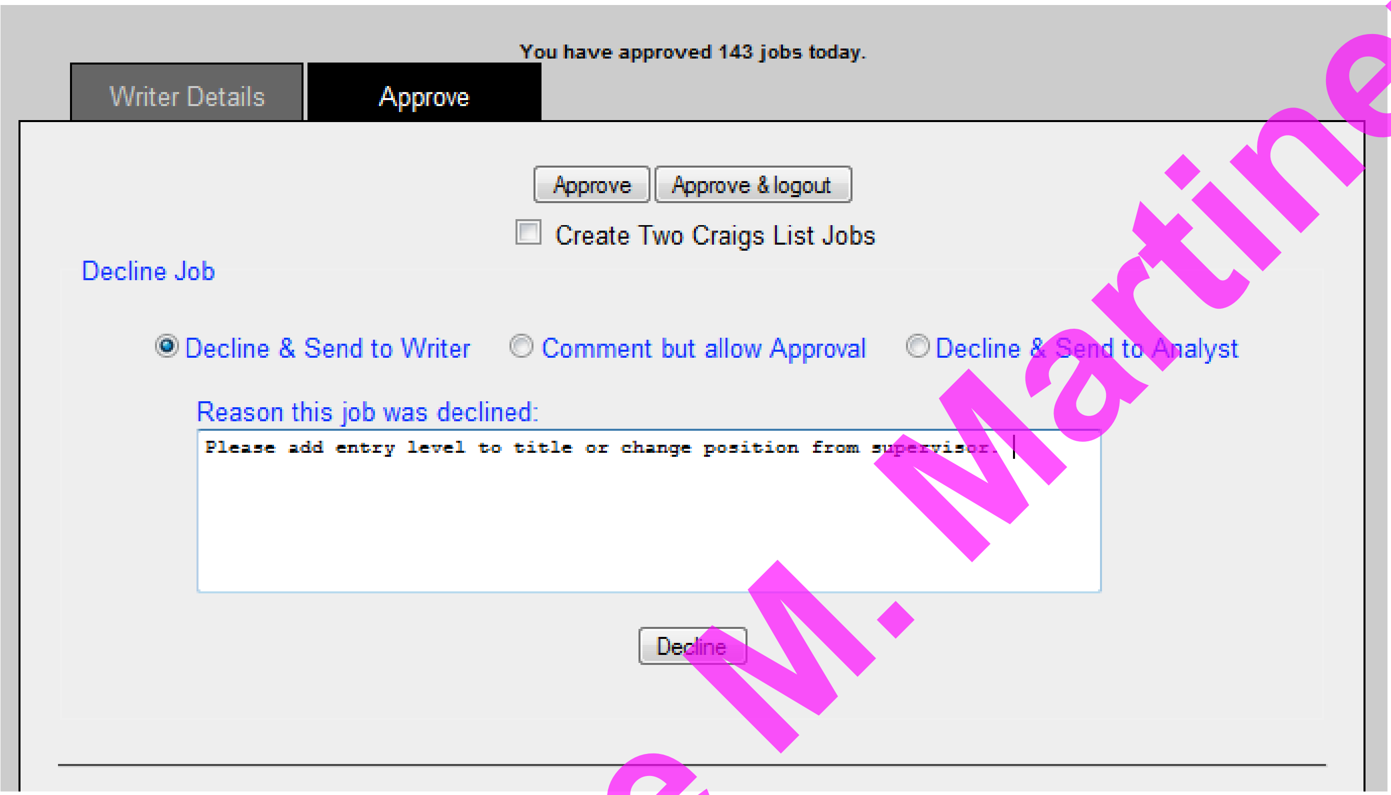
● Comment but allow Approval

Reason this job was declined:


Writer Details
Approve
Approve
☐ Create Two Craigs List Jobs
Decline Job
OK

Your comments have been stored as part of this job, the job may still be approved.

If there are serious issues with the jobs (such as multiple rewrites, identical or same format rewrites, missing keywords, or mail jobs written incorrectly) you can send the ad back to the Copywriter for updates. To do so, you will select the radio button in front of “Decline & Send to Writer.”



You have approved 143 jobs today.

☐ Create Two Craigs List Jobs

Decline Job

● Decline & Send to Writer ○ Comment but allow Approval ○ Decline & Send to Analyst

Reason this job was declined:

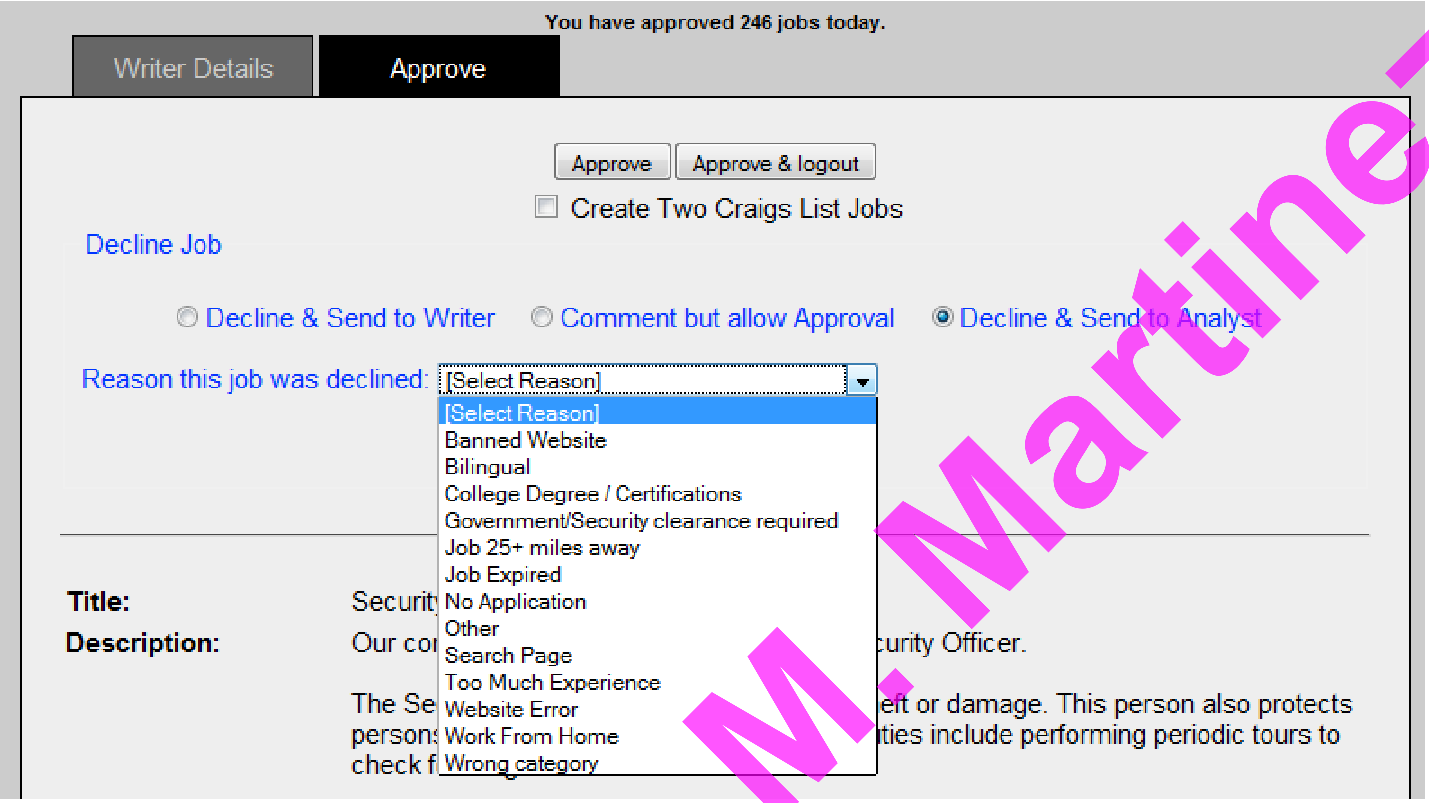
Please add entry level to title or change position from supervisor.

The comment box will hold the message to the Copywriter who created the ads. You have a 300 character maximum so keep all comments clear, concise, and professional. This will appear as the Copywriter’s next job and they can make the necessary changes before sending it back to the Copy Editor team.

It is important to remember that every writer will have their own unique style. As a Copy Editor, your primary function is to ensure everything is grammatically correct and following our style. You are not there to make every writer adhere to your personal style.

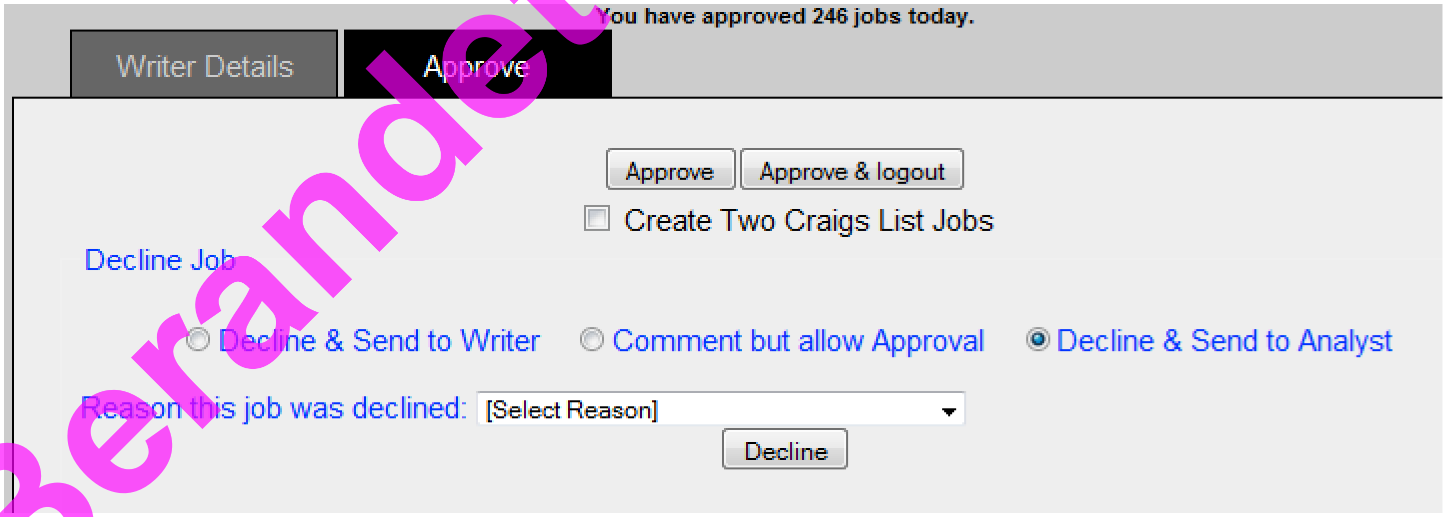
While you will also see an approval counter at the top of your screen, it is important to remember that the Copy Editor needs to focus on accuracy over speed. The Copy Editors ensure all jobs produced are an accurate representation of the original and of a quality that reflects well on the original ad and SoftRock as a company.

You may come across a job that shouldn't be used for some reason. For example, there may be a degree requirement that was missed, the link may be broken, or the category may not match the job that was pulled. In those cases, you will select "Decline & Send to Analyst" for a new job to be pulled.



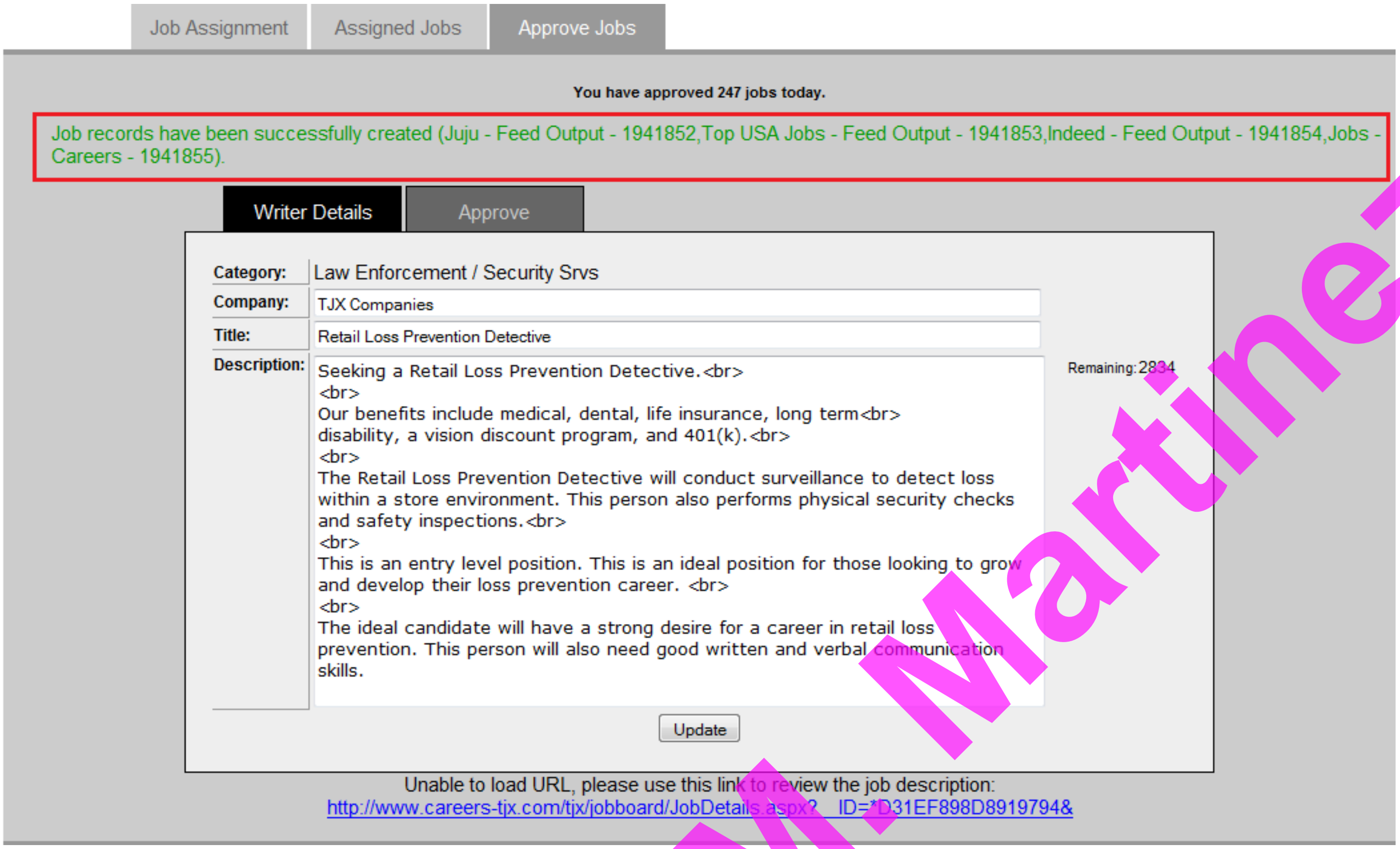
You have approved 246 jobs today.
Writer Details
Approve
Approve
Approve & logout
☐ Create Two Craigs List Jobs
Decline Job
○ Decline & Send to Writer
○ Comment but allow Approval
● Decline & Send to Analyst
Reason this job was declined: [Select Reason]
[Select Reason]
Banned Website
Bilingual
College Degree / Certifications
Government/Security clearance required
Job 25+ miles away
Job Expired
No Application
Other
Search Page
Too Much Experience
Website Error
Work From Home
Wrong category
Title: Securit
Description: Our co curity Officer.
The Se eft or damage. This person also protects
person ities include performing periodic tours to
check f

You will select the appropriate reason from the drop down menu. Always verify questionable jobs with a manager before declining them. Once you have selected yoru reason, click "Decline". The job will appear as the next job in the Media Analyst pool to be re-pulled and sent to the Copywriter pool.



You have approved 246 jobs today.
Writer Details
Approve
Approve
Approve & logout
☐ Create Two Craigs List Jobs
Decline Job
○ Decline & Send to Writer
○ Comment but allow Approval
● Decline & Send to Analyst
Reason this job was declined: [Select Reason]
Decline

Occasionally, you may need to track job IDs. When you approve a job you will receive IDs above the next job that appears in the pool. Each record will have an individual job ID, so you will see IDs for all feeds and publishing formats the job was assigned to. These are also useful if you realize an error was made. Record the job IDs and a manager can use that information to locate the job on the technical side to make any necessary corrections.


Job Assignment
Assigned Jobs
Approve Jobs
Writer Details
Approve
Update

You have approved 247 jobs today.

Job records have been successfully created (Juju - Feed Output - 1941852,Top USA Jobs - Feed Output - 1941853,Indeed - Feed Output - 1941854,Jobs - Careers - 1941855).

Category: Law Enforcement / Security Srvs

Company: TJX Companies

Title: Retail Loss Prevention Detective

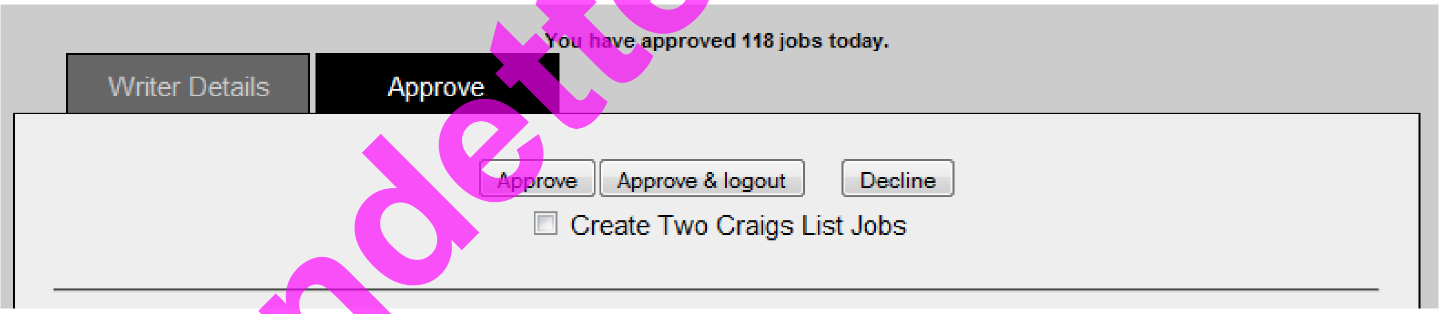
Description:

```
Seeking a Retail Loss Prevention Detective.<br>
<br>
Our benefits include medical, dental, life insurance, long term<br>
disability, a vision discount program, and 401(k).<br>
<br>
The Retail Loss Prevention Detective will conduct surveillance to detect loss
within a store environment. This person also performs physical security checks
and safety inspections.<br>
<br>
This is an entry level position. This is an ideal position for those looking to grow
and develop their loss prevention career. <br>
<br>
The ideal candidate will have a strong desire for a career in retail loss
prevention. This person will also need good written and verbal communication
skills.
```

Remaining: 2834

Unable to load URL, please use this link to review the job description:
http://www.careers-tjx.com/tjx/jobboard/JobDetails.aspx? ID=*D31EF898D8919794&

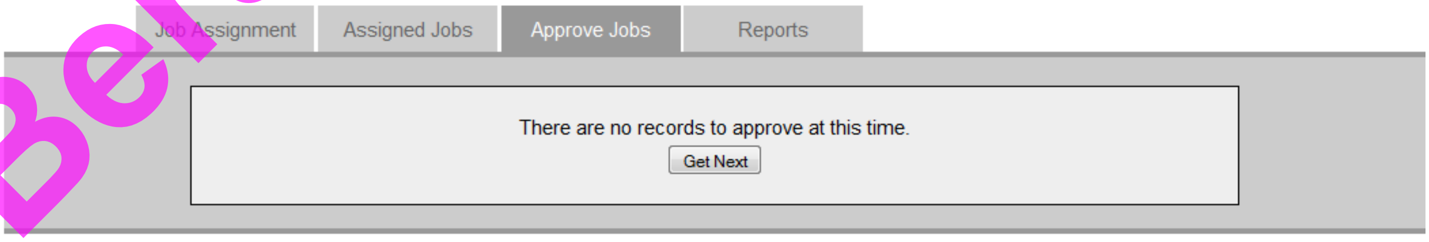
Once on your screen, jobs are locked to that Copy Editor for approval. If you need to log out early for any reason, you must be sure to click “Approve and logout” to avoid being assigned another job to approve.


Writer Details
Approve
Approve
Approve & logout
Decline

You have approved 118 jobs today.

☐ Create Two Craigs List Jobs

When all jobs have been approved from the pool you will receive a message that there are no records available.


Job Assignment
Assigned Jobs
Approve Jobs
Reports
Get Next

There are no records to approve at this time.

COMMON DECLINE REASONS

The following are common reasons the Copy Editor will use to note jobs that are declined and changed or sent back to the Copywriter or Media Analyst while approving. This list is constantly evolving, so reach out to another Copy Editor or Manager prior to declining an ad if there are questions. Any instances where errors occur in mail jobs should always be noted as mail job before the decline reason below.

There will be instances where an ad needs to be commented or declined for reasons that are not listed below. In those cases, keep decline comments succinct, professional, and to the point. You can always send a detailed email if you feel there is a necessary coaching or training issue.

Ampersand (&) use – Any instance where an ampersand is used instead of the word "and" within a rewrite. Change accordingly.

Abbreviation use – Any instance of unaccepted abbreviations being used without full word explanation within a rewrite. Change accordingly.

All caps – Any instance in a rewrite where there are words written in ALL CAPS, aside from list headers.

And/or use – Any use of and/or in rewrite. Change accordingly.

Bilingual required – Any ad that has a bilingual or multilingual requirement. Decline and send to Analyst.

Bullet style – Any instance where multiple or unaccepted bullet styles are used within a single rewrite. The only accepted bullet styles accepted by Employer-Network are the hyphen (-) and the asterisk (*). Change accordingly.

Category caps – Any instance of the category, industry, or field being capitalized in a rewrite. Change accordingly.

Certification requirement – Any ad that has a certification requirement. Decline and send to Analyst.

Comma in 2 item list – If a comma has been used incorrectly in a two item list. Change accordingly.

Company name – Any instance where a company name is left in a rewrite. Delete accordingly.

Copy/paste issue – Any mistakes where it appears the Writer copied and pasted text but did not proofread for errors including (but not limited to) spelling, punctuation, formatting, sentence structure. Change accordingly if minor. If a major rewrite is needed, comment and decline to the Writer.

Degree requirement – Any ad that has a bachelor's degree requirement. Decline and send to Analyst.

Experience rule – Any deviation from the set experience rule in ads (2+ years gets changed to some or similar, 1 or under may be written explicitly). Change accordingly.

Excessive experience – Any position that has for 5 or more years of experience. Decline and send to Analyst.

Double punctuation – Any instances of double punctuation followed by the punctuation in question (Ex. .? or /? or ?!) Change accordingly.

Double spacing after sentences – Any instance of double spacing after sentences in a rewrite for paragraph or mail form. Delete additional spacing within mail jobs.

False bilingual requirement – Any instance where a preferred bilingual requirement is rewritten as a mandatory requirement. Change accordingly.

False degree requirement – Any instance where a preferred degree requirement is rewritten as a mandatory requirement. Change accordingly.

Formatting – Any instance where the job is visually crowded or formatted incorrectly. Add specifics as needed (possibly in an email for space requirements) and change accordingly.

Generic pay line – Any instance of a generic pay line used in a rewrite that does not appear in the original ad. Delete from rewrite.

Government job – Any rewrite that comes from a government job board, website, or institution. Decline and send to Media Analyst.

High School Diploma declines – Any instance of an incorrect spelling/capitalization/article use around the phrase High School Diploma should be written as the incorrect form used by the Writer. Ex: a HS diploma, High school Diploma, high School diploma, High School diploma, HSD, or any other unaccepted variation. Change accordingly.

Hyphen spacing – Any instance where there should be spacing around a hyphen (-). Change accordingly.

Identical closers – Any instance of closing lines within multiple rewrites are identical or extremely similar and chance being grouped together by an aggregator. Change accordingly.

Identical format – Any instance where multiple rewrites are written in the same format. Decline to Writer with, “Formats must be changed between rewrites. Please change the format of one rewrite.”

Identical openers – Any instance of identical opening lines within multiple rewrites. Change accordingly.

Identical pay/benefits lines – Any instance of identical pay lines being used among multiple rewrites. Change accordingly.

If, then comma – Any instance where a sentence beginning in “if” and followed by qualifying factors is missing a comma before a call to action. Change accordingly.

Incorrect hyphen use – Any instance where a hyphen is used incorrectly, such as within a keyword or within any word where its use changes the meaning of the word. Change accordingly.

Incorrect word use (incorrect for correct) – Any instance where a correctly spelled word is used incorrectly is used in place of a word that is needed within a sentence. *Ex.:* The ability to lift, carry, and move at **lest** 65 lbs on a regular basis is essential.

Inconsistent formatting – Any instance where too many formatting changes are made within a single rewrite. For example, One list header is in ALL CAPS while other list headers in the same rewrite are not. Change accordingly.

Inconsistent list punctuation – Any instance where punctuation in a bulleted list is not consistent. In a list, every line must have punctuation or none of them must have punctuation. Change accordingly.

Inconsistent spelling of word – Writers must stay consistent with their choice of hyphenated words within a single rewrite. **Ex.** Hazmat or HazMat or Haz-mat or HAZMAT but a combination should not be used in a single rewrite. Change accordingly.

Inconsistent with ad – Any instance where the rewritten information does not directly correlate with the original ad. If minor, change accordingly. If a major rewrite is needed, decline to Writer with, “The RW info does not match the original ad. Please rewrite this job.”

Missing articles – Any instance where, within a complete sentence, an article (a, the, etc.) is missing to create a full, cohesive thought. Change accordingly, keeping in mind “sales-type” sentences do not always need these, so this is not always a necessary correction.

Missing keywords – Any instance where the title or body of the ad is missing the requisite number of keywords. Note for the Copywriter to add additional category / industry keywords and send back to the Writer.

Missing pay – Any instance where pay is mentioned in an original ad but omitted from one or more rewrites (aside from mail rewrites). Send back to writer.

Missing punctuation – Any instance of missing punctuation within the ad. Change accordingly.

Missing [specific] requirement – Any instance where a key requirement (like education) has been omitted from a rewrite. Change accordingly.

Misspelling – Any instance where a word is misspelled. Change accordingly.

Position changed – Any instance of deviation from the full position as listed in the title (minus any descriptor words used for title variation). Change accordingly.

Position not capped – Any time the entire title is not capitalized. Change accordingly.

PT/temp – Any instance where a part time, temporary, or contract position is mentioned in the title. Change accordingly.

Repetitive – Any instance of repetition not listed elsewhere. Use specifics as needed and change accordingly.

Repetitive age requirement – Any instance where at least 18 years or older is used. Change accordingly.

Repetitive lead-ins – Any instance within a single rewrite where the first sentence of separate paragraphs begin identically. Change accordingly.

Repetitive sentence starts w/in paragraph – Any instance of multiple sentences within a single paragraph within a single rewrite beginning with the same phrase.

Repetitive paragraph structure – Any instance of multiple paragraphs within a single rewrite following the same pattern of opening phrases that creates a template appearance.

Repetitive subject/verb use – Any instance where the same subject and verb are used more than once in the same fashion in a single sentence. Change accordingly.

Repetitive verb use – Any instance of a verb used excessively within a single sentence, generally in a paragraph list of items. Include the verb in question (will be, be, etc.).

Semicolon use – Any use of a semicolon in a rewrite. Semicolons should not be used at all. Change accordingly.

Sentence caps – Any instance where the first word in a sentence is not capitalized. Change accordingly.

Sentence structure – Any instance of incorrect sentence structure that needs to be corrected within a rewrite. Change accordingly.

Slash spacing – Any instance where there is not appropriate spacing before and after a forward slash (/). Change accordingly.

Split compound – Any instance where a compound word has been split into two words and the meaning of the word changed. Change accordingly.

Subject agreement – Any sentence where there are multiple subjects but the subjects are not written in matching singular or plural form. Change accordingly.

Subject/verb agreement – Any instance where the subject and verbs do not match in a single sentence. Send back to Copywriter to update verb agreement.

Syntax error – Any instance of an inconsistent sentence or list format where tenses do not match. This will generally be used in instances where one bulleted list item does not match the others.

Un-capped list item – Any instance where the first item in a bulleted list is not capitalized. Change accordingly. If entire lists appear in this fashion, send back to Copywriter with notes that each line of a bulleted list must be capitalized.

Unnecessary comma – Any instance of a comma placed unnecessarily. Change accordingly.

Unnecessary hyphen spacing – Any instance where there is spacing around a hyphen that is not needed. Change accordingly.

Verb tense inconsistency – Any instances where multiple verb tenses are used in a single sentence. Send back to Copywriter to update verb agreement.

Word choice – Any instance where word choice is above that of our target audience. Change accordingly.

Wordy – Any instance where a rewrite is done using excessive language instead of condensing tasks and information. Change or edit accordingly.

COMMON MAIL JOB DECLINE REASONS

Mail job rewrite – Any instance where a mail job must be completely rewritten. Send back to the Copywriter with clear details on what is not clear and request they rewrite the mail job using 2-3 short, complete, and detailed sentences.

Mail job too general – Any instance where a mail job is too general in nature. Send back to the Copywriter with, "Mail jobs must be 2-3 short, detailed sentences. This ad is too general. Please rewrite this Mail job with additional detail from the original ad."

Mail job too short – Any instance where a mail job is exceptionally short of the 250 character limit. Change accordingly, if minor or send back to the Copywriter with "Mail jobs must be under yet near 250 characters. This rewrite is XXX characters. Please rewrite this Mail job."

Mail job too long – Any instance where a mail job is over the 250 character limit. Change accordingly, if minor or send back to the Copywriter with "Mail jobs must be under 250 characters. This rewrite is XXX characters. Please rewrite this Mail job."

Mail job incomplete sentence – Any instance where there are implied subject sentences or sentence fragments within a mail job. Send back to the Copywriter with, "Mail jobs must be 2-3 short, detailed, and complete sentences. Please rewrite this Mail job using full sentences."

Mail job formatting – Any instance where there are breaks, double spacing between words, sentences, slashes, or hyphens, or missing punctuation. Correct if it is minor and changes do not cause the job to fall into another decline category. If major changes are needed, send back to the Copywriter with, "Mail jobs must be 2-3 short, detailed sentences. There should not be breaks or spacing around special characters or additional spacing between sentences and words. Please rewrite this Mail job." Make you specify the exact issues with the rewrite in your request.

Mail job spacing – Any instance where spacing issues between words in a single sentence occurs or lack of spacing between multiple sentences occurs AND causes a character count issue. Change accordingly.

EXAMPLES OF MAIL JOBS THAT HAVE BEEN REJECTED BY THE MAIL JOB TEAM

Watch out for these types of errors when approving mail jobs. These are examples of rewrites that made it past the copy Editor team and were then rejected by the mail job team when sending out the form letters.

Rejected: The ideal candidate will *involve* calls….
Preferred: The ideal candidate will *handle* calls….

Rejected: …and the ability to *retail* product knowledge.
Preferred: …and the ability to *utilize* product knowledge.

Rejected: Candidates must pass *our* pre-employment….
Preferred: Candidates must pass *a* pre-employment….

Rejected: The ideal candidate *is going* greet and register….
Preferred: The ideal candidate *will* greet and register….

Rejected: *String* computer skills are needed….
Preferred: *Strong* computer skills are needed….

NOTES