Job Posting Tips for Handshake

Job Title – Including wording such as, “Summer 2024 Internship”, or “Jul-Dec Co-op” allows students to know immediately what you’re looking for.

Position Types – Select the appropriate position type. IMPORTANT: if you are posting a co-op job with us, select “Other” and then “Cooperative Education” from the drop-down list.

Job Descriptions – Job descriptions are used to capture the attention of students. Simplify them and add employer recognitions (ie: Best Places to Work) and interesting facts. Don’t use internal company acronyms or industry-specific terminology.

Job Location – Select onsite, remote, or hybrid. When entering your company’s address use the address for the job’s location.

Time Requirements – All co-op jobs will be full-time; temporary or seasonal. All others time requirements will be according to the specifications of the job.

Compensation and Benefits – Expected pay - Some states have passed legislation that requires a pay range (including jobs performed remotely from those states) on the job post. For those who do not fall under this requirement, we recommend that you provide this information. If you do not wish to you may click “Don’t show pay” and opt out of providing pay information.

Categorize Your Job – Tell us the type of job you’re hiring for by adding job role groups.

Candidate Qualifications – All are optional. Most are very helpful. Checking the boxes for Major Groups is one of the most important tasks when posting a job. Students search for majors from this list and cannot search from the job description. Omitting this step can be the difference between students finding your job and finding a competitor’s job. When specifying graduation dates, we recommend leaving it blank unless you’re looking for a recent grad.

Choose Schools – You may type in the name of a school and select the populated name, or you may choose from schools where you are approved and have permission to post your job. To do this, click on “See approvals and posting permissions”.

Application Process – You may have applications go to Handshake or to your own Applicant Tracking System.

Your Hiring Team - To receive applications in a timely manner, we recommend selecting either, “Send email when a candidate who meets qualifications applies” or “Send email when a candidate applies”. You may also add another hiring team member.

- Job Applicant Notification Preferences

Extending expiration dates for current jobs – You may extend the expiration date of an active job for the current hiring cycle if you haven’t yet found fitting candidates.

Re-posting an expired job – If you want to re-post a job that has expired, duplicate the job, edit the dates, and post the job again. When you do this, any application associated with this job will be current rather than rolled over from a prior posting. Please do not change the dates on the old job and repost it.

- Extend an Expiration Date or Renew an Expired Job Posting

Expiring your jobs when you’ve successfully hired – This will prevent students from applying for a job that no longer exists.

- Close a Job Posting

Co-op and internship postings

- At UMass Lowell, co-ops are full-time, paid, temporary jobs that span an academic semester or more. Internships are more commonly part-time, local, temporary jobs during an academic semester or full-time, temporary jobs during the summer.
- Our co-op terms are summer/fall (June - December), spring/summer (January – June), and summer only.

Other Helpful Links:

- Getting Started with Handshake: Employers
- Create an Employer User Account, Join a Company, and Connect with Schools
- How to Post a Job
- School Network Management: Requesting, Adding, and Removing Schools
- Create a High-Quality Employer Profile