Job Post Quality Checklist for Trade Employers

For field, sales and office roles at trade companies. Free to use and share. No signup.

A clear job post saves you time. When candidates can see the pay, schedule, location and what the work really involves, the people who apply already know what they're signing up for. Use this checklist before you post. It takes about 10 minutes.

> **How to use it.** Read your draft post with this sheet next to it. Check each item your post covers. If an item doesn't apply to the role, mark it "N/A" in the margin. If an item is missing, fix it or decide on purpose to leave it out.

> **Not legal advice.** Pay-transparency, worker-classification, background-check and licensing rules differ by state and city. This checklist helps with clarity. It does not certify that a post meets any law. Check with your own attorney, accountant or state agency when you are unsure.

1. Title and location

- ☐ The title uses the plain name of the job a candidate would search for (for example, "Residential Roofing Sales Rep" or "HVAC Service Technician," not "Rockstar" or "Ninja").
- ☐ The city or metro area is in the title or first line.
- ☐ The post says where the work happens: field territory, job sites, shop, office, remote, or a mix.
- ☐ If the job covers a service area, the post names it (for example, the counties or metro area).

2. Pay, stated first and stated honestly

- ☐ Pay appears near the top, not only at the end.
- ☐ Hourly or salaried roles show a real range (lowest to highest you would actually pay for this role).
- ☐ Overtime eligibility is stated if you know it.
- ☐ Bonuses list what triggers them and how often they are paid.
- ☐ "DOE" or "competitive" is never the only pay information.

For commission and sales roles, also check:

- ☐ The post says whether there is a base pay, a draw, or commission only.
- ☐ The commission rate or formula is stated, including what it is calculated on (for example, contract price or gross profit).
- ☐ The post says when commission is paid (for example, at signing, at job completion, or when the customer's payment clears).
- ☐ If draws, chargebacks or clawbacks exist, the post explains them in one or two plain sentences.

- ☐ Any earnings example is labeled as an example and states its assumptions. It is not presented as typical unless you can show it is.
- ☐ The post says who supplies leads (company-provided, self-generated, or both).

3. Worker type: W-2 employee or 1099 contractor

- ☐ The post says plainly whether the role is W-2 employment or 1099 independent contractor work.
- ☐ It says who pays for the vehicle, fuel, phone, tools, ladders, software and marketing materials.
- ☐ For 1099 roles, it does not describe controls you would not actually use with a contractor (for example, fixed shifts or required uniforms) without checking first.

Worker classification depends on how the work is actually directed and paid, not just on the label in the post. If you are unsure, ask a qualified advisor.

4. Schedule

- ☐ Typical days and hours are listed (for example, “Mon–Fri, about 7 a.m.–4 p.m.”).
- ☐ Evening, weekend, on-call or holiday work is stated if it is expected.
- ☐ Seasonal swings or storm-response work are described honestly.
- ☐ Full-time, part-time, temporary or seasonal status is clear.
- ☐ A target start date or “start when ready” is included.

5. Travel and vehicle

- ☐ The post says how far employees usually drive in a day and whether overnight travel happens (and roughly how often).
- ☐ It says whether a personal vehicle is required, a company vehicle is provided, or mileage is reimbursed.
- ☐ A driver’s license or clean driving record is listed only if driving is part of the job.

6. Physical demands and working conditions

- ☐ The post describes the essential tasks of the job, not an ideal type of person (for example, “climb ladders and walk roofs up to two stories” instead of “young and energetic”).
- ☐ Lifting is described with a weight if you know it (for example, “regularly lift up to 50 lb”).
- ☐ Heat, cold, heights, attics, crawl spaces, noise, or long periods of standing or driving are mentioned when they are part of the work.
- ☐ Office and sales roles also describe their real conditions (for example, “phone and computer work most of the day” or “walking neighborhoods for 3–4 hours”).
- ☐ The post includes a short line telling applicants how to ask for an accommodation in the hiring process.

7. Requirements: must-haves versus nice-to-haves

- ☐ Must-haves and nice-to-haves are in separate lists.
- ☐ Each must-have is truly needed on day one. Things you are willing to train are listed as “we’ll train.”
- ☐ Licenses and certifications are listed only when the job actually requires them, and the post names the specific one (for example, a state trade license for licensed work, or EPA Section 608 certification for roles that handle refrigerants).
- ☐ Years-of-experience numbers are realistic and tied to a skill, not used as a filter for age.
- ☐ If a background check, drug test or motor-vehicle record check is part of the process, the post says so and says at what stage.

8. What the work actually involves

- ☐ There are 4–7 concrete duties, written as actions (for example, “inspect and photograph roofs with the production team,” “schedule service calls,” “enter customer notes the same day”).
- ☐ The post says who the person reports to and who trains them.
- ☐ For new hires, it describes what the first 2–4 weeks look like.
- ☐ Tools, software or equipment used every day are named.

9. Benefits and extras: only what exists today

- ☐ Every benefit listed is one you offer now, with when it starts (for example, “health insurance after 60 days”).
- ☐ Nothing is implied that isn’t promised (for example, “growth opportunities” is backed by a real path or removed).

10. How to apply and what happens next

- ☐ The post gives one clear way to apply.
- ☐ It lists the hiring steps in order (for example, phone call → interview → ride-along → offer).
- ☐ It states a reply time you can actually keep (for example, “We reply to every applicant within 3 business days”).
- ☐ It says whether you answer every applicant, including a “no.”
- ☐ The application asks only for what you need at this stage.

11. Words to remove

- ☐ Age-coded words: “young,” “digital native,” “recent grad” (unless it is a program for graduates), “high energy” used as a stand-in for age.
- ☐ Personal-life requirements: questions or lines about marriage, children, childcare, religion, health or pregnancy.

- ☐ Vague screens: “culture fit,” “must fit our team,” “family atmosphere” used as a requirement.
- ☐ Hype with no numbers: “unlimited earning potential,” “six figures your first year,” “get rich” — replace with the real pay structure.
- ☐ Pressure language: “only serious candidates,” “don’t waste our time.”

12. Final read-through

- ☐ In under one minute, could a qualified person tell **what the job pays, where it is, when they’d work, what they’d do, and what happens after they apply?**
- ☐ Someone who does this job now has read the post and agrees it is accurate.
- ☐ Contact details, links and the company name are correct.

Notes and fixes before posting

Want a starting draft? Outwork Jobs has a free job description writer at https://outworkjobs.com/employers/ that runs in your browser. Use this checklist to review whatever you write.

Outwork Jobs · https://outworkjobs.com · Free for employers and job seekers. This checklist is general guidance, not legal advice.