

Job Postings and Employer Value Proposition to Attract New Talent

A study of potential applicant's opinions on job posting content in the information technology field

This master thesis aimed to study what potential applicants think regarding benefits presented in job postings and what is attractive for an applicant. The results from the study can hopefully give guidance to employers on how they can attract talented employees to an organization.



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A survey was created, giving examples of the content presented in ads on the Internet and on social media for IT-related job postings. Based on the content category, 64 respondents working in the IT field rated the attractiveness of 34 types of benefits. For this quantitative research, a mono-method approach was selected for the data collection.

The results show that remote work and flexible working hours were the most attractive benefits, but also that depending on the age and life situation, the interest could differ significantly between the benefits presented. An open-ended question revealed that many potential applicants wanted the salary range to be included in the job posting. The thesis presents some conclusions and recommendations that can be valuable for organizations wanting to create a strong employer value proposition to attract the best talent.

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