



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**BUSINESS
NEWSLETTER** 

Volume 8, Issue 8 | August 2023

Fuel the Growth 2023

FUEL THE GROWTH - 2023
**ADVANCING ECONOMIC DEVELOPMENT
IN COMMUNITIES**

SEDC is pleased to help sponsor *Fuel the Growth - 2023: Advancing Economic Development in Communities* from September 12-14, 2023, at Black Hills State University-Rapid City!

This Basic Economic Development Course will cover 10 economic development topics. Participants will learn from experts and colleagues through presentations, panel discussions, case studies, and networking opportunities. Topics will include:

- Business Development: Business Retention & Expansion, Real Estate Development & Reuse, Small Business & Entrepreneurship Development, Economic Development Finance and Marketing/Attraction
- Organizational Development: Strategic Planning, Managing Economic Development Organizations, Economic Development Ethics
- Community Development: Community/Neighborhood Development & Workforce Development

For more information and registration:

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SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

BUSINESS SPOTLIGHT

Community Progress Spotlight



Community Progress Spotlight

**If you are interested in being featured as SEDC's business spotlight, please email office@spearfishdevelopment.com for more information.*

Save the Date:



October 24, 2023
SEDC Workforce
Development
Summit



SPEARFISH ECONOMIC DEVELOPMENT CORPORATION

**THE MORE
YOU KNOW** 

How To Write A Good Job Posting? 15 Tips for Writing One!

January 17, 2023 | Turing

A good hiring strategy is incomplete without a good posting. Your job posting is essentially your first impression and first impressions matter. A well-written job posting can be the deciding factor between attracting average talent and attracting the best talent. But how to write a good job posting? Keep reading to find out.

How to write a good job posting?

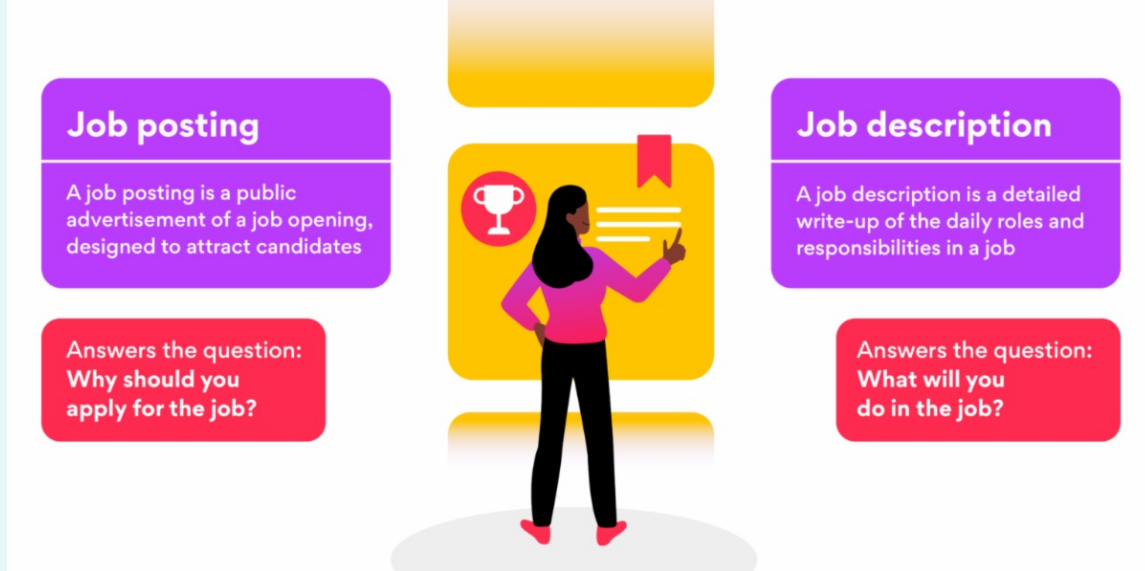
Recruiting is a highly competitive industry. That's why writing a great job posting is crucial to finding the perfect candidate. Are your job postings causing you to miss out on the best talent? Here are 15 smart ways to write a catchy job posting and attract the best candidates.

Understand the difference between a job posting and a job description.

First things first. Distinguish between a job posting and a job description. A job posting is a public advertisement aiming to sell a job position. And so, it should paint a picture of what it's like to work for your company. Unlike a job posting, a job description or JD is a detailed write-up that explains the tasks and duties of a position. A JD also includes requirements for succeeding in a particular position.

To break it down further, a JD should inform candidates about the daily roles and responsibilities, whereas a job posting should excite them about your company and encourage them to apply for your opening.

For example, "You'll collaborate with the C-suite executives to build our marketing strategy" would be better suited for a job posting, whereas, "make five sales per week" and "meet with 10 clients per week" are phrases fit for a job description.



Ensure your job posting has a catchy opening.

If your job posting does not have a great opening, it won't attract great candidates. LinkedIn states that candidates are looking at twice as many job postings per application than they were two years ago. What's more, candidates deem the information at the beginning of a job posting more important and pay more attention to it. But that's not all—they decide in about 14 seconds whether to keep reading the job description. This stands especially true for GenZ. So if you're looking to hire GenZ in software development, you need to come up with great opening hooks for your job postings.

In other words, you just have 14 seconds or less to catch the candidate's attention. So you need to start your job posting with a great hook. Your introduction should be compelling enough to get candidates to continue reading.

Have a look at this example.

Tweeter in Chief

San Francisco, CA

Tweeter in Chief

San Francisco, New York or any office in the US

A thread (sort of):

- Tweet Tweet. You'll be @Twitter on Twitter. Our Tweeter in Chief. You'll set the tone of who we are and how we act, and talk to people on Twitter. No big deal.
- Twitter isn't like other brands. We're where all voices come together, where unique conversations happen every day. Twitter is what's happening in the world, and what people are talking about right now.
- We have our own distinct story to tell, but we're also host to the most amazing conversations in the world. We want to elevate and thank the people who use us. Spark conversations that highlight what unites us. Make the platform and world feel a little smaller.
- And yes, we want to tell the story of Twitter's purpose and product innovation. These things might be donuts, summoning circles, Serena Williams or the launch of Retweet with GIF.
- You are a master in the art of Twitter, and want to take that passion and expertise to the ultimate, meta level of @Twitter.
- You'll be writing the Tweets for @Twitter, setting the editorial direction and leading a team of incredible community managers. So every day you'll be reacting to culture, as it happens.
- You are extremely plugged into Twitter culture, stan culture, and culture in general.
- You are obsessed with building communities and how content travels on the platform. You know what it takes to have a strong Social voice, and you practice what you preach.
- You are an expert storyteller and writer, and can apply that thinking to social voice, and creative activations in general.

In 2019, Twitter posted a job with an unusual title. The social media giant was looking for a "Tweeter in Chief." Once you move past the title, the job is actually quite normal—Twitter wanted to hire someone to run their official Twitter account. But a title like that grabs your attention in a second, which is just what you need.

Avoid job titles that are too experimental or too vague

How to write a good job opening? Though it's important to keep the title interesting, make sure you don't overdo it. Using titles like "full-stack ninja" and "back-end guru" in your job postings may lengthen your hiring process, causing you to miss out on candidates. These titles may sound fun, but candidates are likely to search for jobs using titles like "full-stack developer" or "senior back-end engineer." This means that job postings with titles that are too quirky won't appear on their search engine results page.

In addition, ensure your titles are not too vague. If you want to hire a full-stack developer but write "web developer" in your posting, you may attract the wrong candidates, costing you time and money. Remember, your job title should be clear and to the point without overselling the job opening.

Make it about the candidate and not the company.

Sure, talking about your company is important, but it's not *the* most important thing for candidates. Think about it. Every candidate wants to know what the job has to offer them. So, address your candidates first. Have a conversation with them. Instead of using dry, impersonal statements like, "The ideal candidate will..." personalize the job posting with words like "you" and "your" to address the candidates directly.

This will make the job posting more human and encourage potential candidates to envision themselves in the job. Using invitational language like, "Come join a creative team of ... dedicated to ..." is also helpful.

Remember, the people reading your job posting are just that—people! So write as if you're speaking to them. Take a look at the example below. After giving a brief introduction, GitLab shares its job responsibilities and requirements as if discussing the opportunity with the ideal candidate. This approach allows job seekers to envision themselves in the role!

[Read the full article here](#)

BY THE NUMBERS

SPEARFISH CITY REPORTS:

BUILDING PERMITS	2023	2022	YTD 2023	YTD 2022
New Residential	12	9	42	78
New Commercial	1	3	9	12
Total Permits	37	23	179	242
Total Dollars	\$5,937,298	\$4,813,718	\$52,622,987	\$70,260,983

SALES TAX	2023	2022	YTD 2023	YTD 2022
2nd Cent Sales Tax	\$610,710	\$599,647	\$3,361,468	\$3,209,946
Hospitality Tax	\$119,485	\$92,137	\$456,778	\$452,816

BUILDING PERMITS AND SALES TAX ARE BASED ON THE MOST RECENT CITY OF SPERFISH REPORTS FROM JULY 2023

SD DEPT. OF LABOR REPORTS:

Labor Force	2023	2022
CITY OF SPEARFISH		
Total Labor force	6,706	6,648
Total Employed	6,836	6,792
Total Unemployed	130	144
% Unemployed	1.9%	2.1%

LAWRENCE COUNTY		
Total Labor force	14,343	14,218
Total Employed	14,626	14,521
Total Unemployed	283	303
% Unemployed	1.9%	2.1%

NORTHERN HILLS (BUTTE, LAWRENCE, MEADE, & PENNINGTON COUNTIES)		
Total Labor force	95,566	94,631
Total Employed	93,090	96,692
Total Unemployed	1,873	2,061
% Unemployed	1.9%	2.1%

LABOR FORCE DATA IS BASED ON THE MOST RECENT SD DEPARTMENT OF LABOR & REGULATION REPORT FROM JUNE 2023



Legislative News Updates

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[Johnson Bills Bring Clarity to Cryptocurrency](#)

[South Dakota Ends Fiscal Year With \\$96.8 Million Surplus](#)

[Thune Discusses Defense Bill Priorities for Ellsworth Air Force Base's Current and Future Missions, Including the B-21 Bomber](#)

[South Dakota Board of Regents Prepare Budget Priorities for 2025](#)

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[Gov. Noem's "Freedom Works Here" Surpasses 3,500 Applicants](#)



Local Development News

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[Spearfish Public House: Where Tradition Meets Spirits](#)

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[Dakota Gold Corp. Strikes Gold](#)

[South Dakota Board of Technical Education prioritizes tuition freeze for 2025 budget needs](#)



Get Involved In The Community!

Downtown Friday Nights

Fridays | June 9 - August 25

Main Street

Spearfish

[Learn More Here](#)

Black Hills Super 6

Saturday | August 19

8 AM

Big Hill Trails, Spearfish

[Learn More Here](#)

Leading Ladies Marathon

Sunday | August 20

Lead - Spearfish

[Learn More Here](#)

Exploring with Custer: The 1874 Black Hills Expedition

Thursday | August 31

4 PM - 5:30 PM

Black Hills State University, Jonas Hall
Room 305

[Learn More Here](#)

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