



## Fuku Job Posting Playbook

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### Section 1: Optimized Job Posting Workflow

**\*If Job is not posted, this will be saved as an internal project in the system for collaboration and saving profiles to jobs, if job is posted both internal project & external job posting will be created**

#### Step 1: Create a Job Post

Start by choosing “Create Job Description with AI” or “Upload JD” inside Fuku.

#### Step 2: Complete the 5-Step Setup

Fill in all five guided steps. Title & Keywords are the most critical for AI to generate the most accurate and effective JD.

#### Step 3: Company Name

Ensure the company name matches the correct hiring entity:

- Recruitment firm users – use your firm’s relevant LinkedIn company page name
- End client users – use the actual client’s company name.

#### Step 4: Review & Finalize

After completing the 5 steps, review your JD on the confirmation page. Make final edits before publishing.

#### Step 5: Post to LinkedIn

Select “Post Job to LinkedIn”. Enter the LinkedIn company page URL and specify the email address where CVs should be sent.

 **Fuku Pro Tip:** A strong title and keyword setup ensures your job post is SEO-ready for LinkedIn.

## Section 2: Writing Job Ads That Rank on LinkedIn

LinkedIn ranks job posts like SEO pages. Use the following principles to maximize visibility and engagement.

### Pick the Right, Popular Job Title

Use titles candidates actually search for — not internal or creative ones.

Example: “Data Analyst (SQL, Tableau)” vs “Data Guru / Insight Hero”.

Keep it under 60 characters and match standard industry naming conventions.

### Use Keywords Candidates Search For

Include the top 5–7 keywords candidates type in search.

Role – Software Engineer, Product Manager, Data Scientist

Skills – Python, React, SQL, AWS

Domain – Fintech, E-commerce, AI

Use each keyword 2–3 times naturally; avoid keyword stuffing.

### Keep It Clear and Structured

Structure every JD with:

About the Company – who you are and what you do

About the Role – what success looks like

Responsibilities – 5–8 concise bullet points

Requirements – must-have skills and experience

Why Join Us – what makes your team or culture unique

### Trigger Early Visibility

LinkedIn gives all new job posts a 48-hour boost.

Share your job early, encourage likes/comments, add 2–3 hashtags (#AIJobs, #TechHiring, #Fintech).

Refresh or repost every 10–14 days to maintain visibility.

### **Test and Refine Your Visibility**

Search for your job as a candidate would to see where it appears. If it's not on Page 1 or 2, tweak the title and keywords and repost.

 Fuku Pro Tip: Combine good structure with relevant keywords and engagement timing to stay on LinkedIn's front page.