



Fuku Job Posting Playbook

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.