

## Hiring ODs: What the 10 Most Popular Job Listings Have in Common

For practice owners struggling to find an OD, posting a position on the [AOAExcel Career Center](#) provides an immediate avenue to reach a new slew of potential candidates across the country. But even with the right venue, it's crucial to create a compelling job listing to attract the perfect candidate. To help give you an idea of what to include in your listing, AOAExcel researched [the most viewed Career Center positions](#) and noted what they all have in common:

- **Start with a Descriptive Title**—Stand out from generic “Optometrist” job titles. The most viewed Career Center listings all include eye-catching, descriptive titles. Consider including a nearby point of interest, a salary figure or particularly attractive benefit, details on the role—like “private,” “medical” or “optical”—or specifics on candidate type like “new grads welcome.”
- **Include Salary and Benefits**—An attractive salary and benefit package will appeal to seekers and assure them that your position is worth pursuing. It is common and encouraged to list expected salary, benefits like insurance and retirement plans, and any sign-on bonuses or revenue share opportunities up front.
- **Highlight Community**—Posting on a nationwide career center likely means your candidate will be making a significant move for them and their family. Highlighting the best aspects of your community, whether that's a great school system, unique cultural opportunities, or proximity to nature and recreational sites, can help paint a picture of what life will look like for prospective candidates.
- **Introduce Your Practice and Team**—Showcase everything that makes your practice a great place to work. Mention any cutting-edge technology you use, provide a preview of your services or treatment focus, and describe the facility and exam rooms. Introduce potential candidates to your staff, your practice's values, and any plans for the future of the role and your practice.

Remember that a listing is your first and best way to make an impression on a job seeker. The more you can show candidates what working at your practice will look like, the more interest your listing will generate. If you would like more help creating a job listing, the AOAExcel Career Center experts are available to review your listing and provide one-on-one assistance. Plus, AOA members receive up to 50% off on job listings. Learn more at [aoa.org/career-center/employers](#).