

# NIKE JOB POSTING STYLE GUIDE



## Purpose

Eight seconds. That's the length of the average human attention span.\* Eight seconds to capture the attention and spark the imagination. In the hiring process, 🕒 the importance of a compelling, concise job description clearly cannot be underestimated.

This Job Posting Style Guide will serve as a resource for NIKE Hiring Managers and Talent Acquisition teammates to create just that. It will outline the process for posting a job, the responsibilities of each teammate, and best practices for crafting consistently attention-grabbing and meaningful job postings.

\*According to a Microsoft study



# Job Posting Workflow

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## Outlining the Process

### POSTING A JOB

**Step 1:**      **Hiring & Position Approval**  
*Responsible:* HRBP & Hiring Manager

**Step 2:**      **Creating a Job Description**  
*Responsible:* Hiring Manager & Recruiter

Hiring managers are responsible for drafting the job description using the job description template. Once written, they will complete their requisition by entering the description into Workday. Recruiters are available to provide assistance with this process.

**Step 3:**      **Job Description Optimization via Textio**  
*Responsible:* Recruiter

Once drafted, the recruiter must refine and optimize the job description, using appropriate tools to ensure it meets posting requirements.

**Step 4:**      **Post Job on Workday**  
*Responsible:* Recruiter

This guide will focus on steps two through four.

# Creating The Job Description

## Best Practices

### THE JOB DESCRIPTION

#### Role Title

When creating the role title use straightforward, industry-recognized language. Avoid internal jargon and acronyms if you can help it. When crafting your role title, think about what terms candidates would search to find this exact role and utilize similar language.

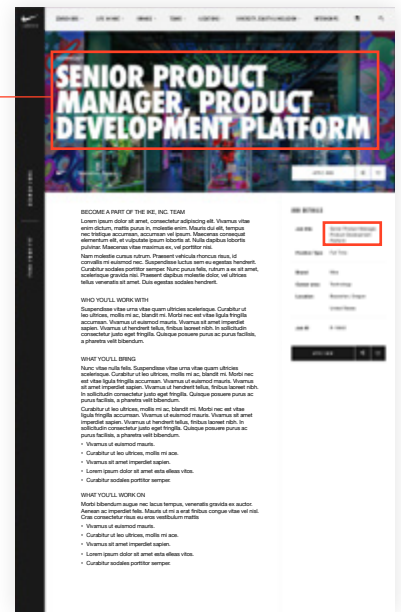
- Be clear on the role level, using the following naming convention: **“Level, Role, Category – Brand”**

For example:

**“Lead, Merchant Accessories - Jordan Brand”**  
**“Sr. Software Engineer – Remote Work Option.”**

- For Remote Roles, the title should include: **“Remote Work Option.”**
- For Multiple Locations or Geo specific roles, don’t include anything in the title. This will be captured in the description.

**What this creates:** A crisp job title that will capture the attention of relevant candidates.



### HARD-CODED NIKE, INC. HEADER

#### Become a Part of the NIKE, Inc. Team

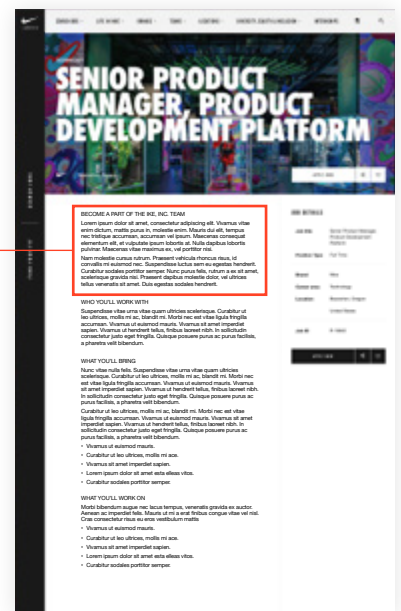
NIKE, Inc. is a purpose-driven organization energized by a shared commitment to move the world forward through the power of sport. We champion diversity and amplify individual passions to bring inspiration and innovation to every athlete\* in the world. If you’re an achiever, a leader and a visionary, this is the place to evolve your game.

*\*If you have a body, you are an athlete*

### HARD-CODED CONVERSE HEADER

#### Become a Part of the Converse Team

Converse is a place to explore potential, break barriers and push out the edges of what can be. We champion self-expression, giving those with an open mind and deep resolve the chance to shape our future. Bringing your A-game to our vibrant creative community, you’ll be encouraged to be yourself and equipped at every turn to move your career forward.





Best Practices

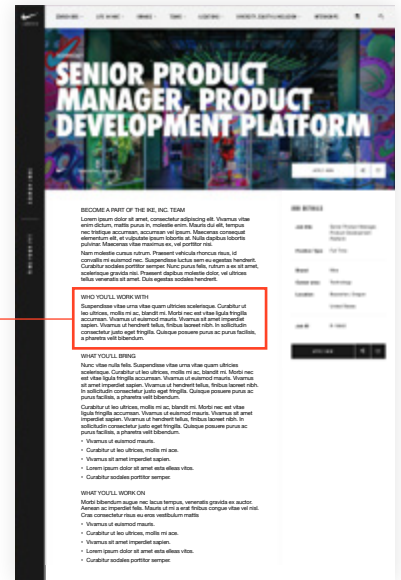
SECTION 1: WHO YOU’LL WORK WITH

Following the hard-coded “About NIKE” section, we introduce the team. Include a single short paragraph outlining the business function they will be joining.

- Provide one sentence that describes the role of the function within the organization, emphasizing what’s unique about its culture, talents and output – both within NIKE, and across the wider industry.
- In a sentence, outline the NIKE matrix, describing who they will be managing, reporting to and the teams and divisions they will liaise with.

Try to limit this section to 50 words in length and check with your team to see if there is a pre-existing paragraph you can leverage.

**What this creates:** Excitement in candidates about the impact they could create, and a desire to learn more about the role.



Best Practices

SECTION 2:

WHAT YOU'LL BRING

Now you've captured the candidate's competitive spirit and imagination, it's time to give them tangible examples of how their skill set could be of value here. In a 100-200 word paragraph, **capture the following details:**

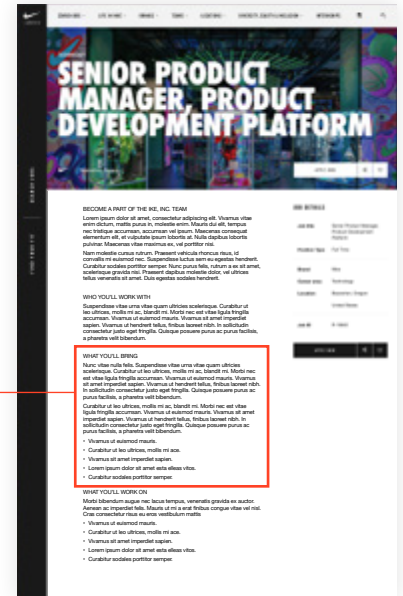
- We're looking for a (position).
- For Multiple Locations, please include "Open to work in [Location A] or [Location B]."
- This role does (high level impact of the role, followed by actual function).
- The candidate needs to have (top traits) and (top skills). Be clear and direct when speaking to the required traits and skills. This is an opportunity to encourage unsuitable candidates to opt-out.

Following this paragraph, solidify candidate interest by confirming their compatibility for the role. List the must-haves in terms of key skills, experience and qualifications for the role, being as specific as possible. If possible, your list should be no more than 5 bullets.

**Include:**

- Years of experience required.
- Minimum educational level.
- Professional/functional credentials and certifications (for leveling).
- Physical requirements (e.g., "ability to lift...").
- Plus any country specific items required by local laws(check with your local legal partners)

**What this creates:** A chance to repel candidates who don't measure up, while doubling down on those who will thrive at NIKE. This will also give you a reasonable degree of certainty that any candidate considered is likely to be eligible and suitable to work in the advertised team and role.





Best Practices

SECTION 3: WHAT YOU'LL WORK ON

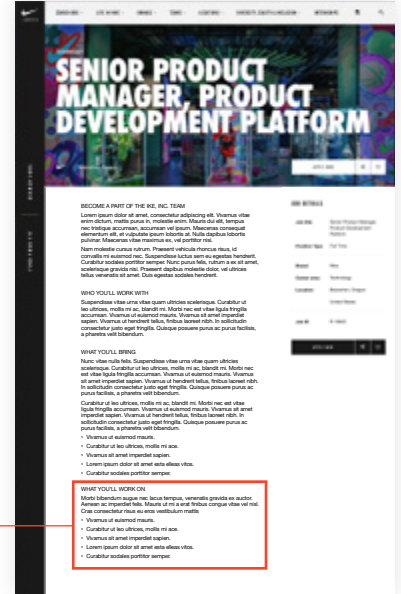
If your words have hit their mark, the candidates who get this far will be eager to learn all about the role and what will make them suitable for it. Start with a short, 30-50 word introduction, then switch to a format that lets you communicate lots of information quickly and concisely: a bulleted list. If possible, aim to limit your list to 5-7 bullets.

Include:

- The core responsibilities.
- Further details about the team (or teams) the successful candidate will be a part of. Remember, relationship-building and collaboration are core competencies to navigate a career at NIKE. Make sure to highlight how this role interacts with other roles and teams.
- Day-to-day activities.

Strive for examples they may not have expected at first glance and don't be afraid to lean into the challenges; we want to capture the interest of candidates that are excited by the realities of the role.

**What this gives you:** The opportunity to detail the role, and the start of converting candidate attention to action.



Best Practices

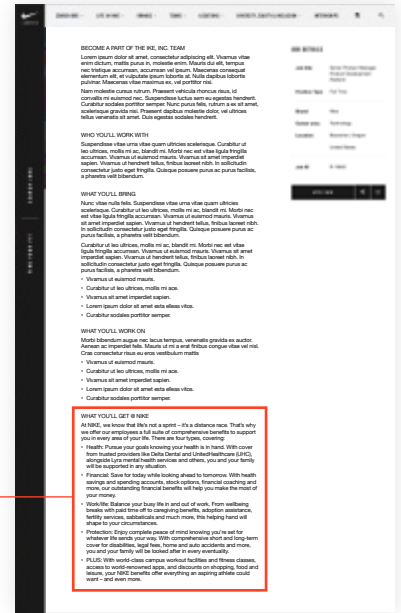
SECTION 4: WHAT YOU'LL GET @ NIKE

\* Copy and paste this section and edit the copy to suit your post

At NIKE, we know that life's not a sprint – it's a distance race. That's why we offer our employees a full suite of comprehensive benefits to support you in every area of your life. **There are four types, covering:**

- **Health:** Pursue your goals knowing your health is in hand. With cover from trusted providers like Delta Dental and UnitedHealthcare (UHC), alongside Lyra mental health services and others, you and your family will be supported in any situation.
- **Financial:** Save for today while looking ahead to tomorrow. With health savings and spending accounts, stock options, financial coaching and more, our outstanding financial benefits will help you make the most of your money.
- **Work/life:** Balance your busy life in and out of work. From wellbeing breaks with paid time off to caregiving benefits, adoption assistance, fertility services, sabbaticals and much more, this helping hand will shape to your circumstances.
- **Protection:** Enjoy complete peace of mind knowing you're set for whatever life sends your way. With comprehensive short and long-term cover for disabilities, legal fees, home and auto accidents and more, you and your family will be looked after in every eventuality.
- **PLUS:** With world-class campus workout facilities and fitness classes, access to world-renowned apps, and discounts on shopping, food and leisure, your NIKE benefits offer everything an aspiring athlete could want – and even more.\*

**What this gives you:** A final selling point to the candidates who are not deterred by the realities of the role that they will be rewarded for their hard work.



Best Practices

HARD-CODED NIKE, INC. FOOTER

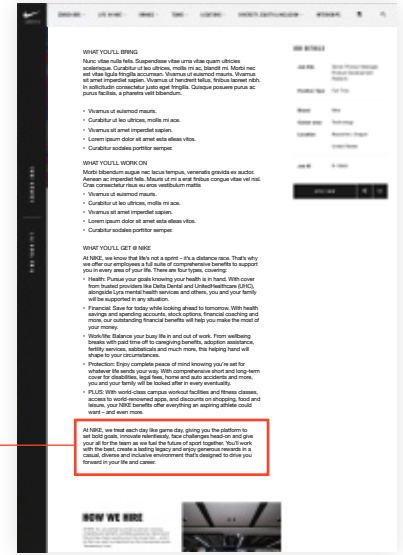
At NIKE, we treat each day like game day, giving you the platform to set bold goals, innovate relentlessly, face challenges head-on and give your all for the team as we fuel the future of sport together. You'll work with the best, create a lasting legacy and enjoy generous rewards in a casual, diverse and inclusive environment that's designed to drive you forward in your life and career.

NIKE, Inc. is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

HARD-CODED CONVERSE FOOTER

Converse is more than a company; it's a worldwide advocate for self-expression. Bringing your passionate heart and open mind to each new day will allow you to impact our products and inspire our people. In return, you'll enjoy the freedom to create, growing professionally and personally within a vibrant, creative and truly global community where the rewards are high and the opportunities are endless.

Converse is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, color, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.



# Optimizing the Job Description

Job Description Optimization

- In order to be posted to the Nike Careers site we require all of our job postings must carry a gender-neutral tone, and appeal to all age groups. Using job posting tools such as Textio will assist you with this.
- Leverage the [Textio Training Resources](#) in the TA Playbook for more technical tips.





# Posting the Job to Workday

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## Posting Best Practices

Use the following how-to guide to post your job to Workday.

[Placeholder Button]

### Titles

- For Remote Roles, the title should include “Remote Work Option.”
- For Multiple Locations, don’t include anything in the title. Instead, please include “Open to work in [Location A] or [Location B].” in the job description.

### Job Description Body

- Job Description Headers and footers will be automatically carried into Workday job descriptions based on the job group. A recruiter will need to copy the body of the JD into Workday.
- For Remote locations and locations requiring Pay Transparency Language and Pay Ranges, verbiage will be automatically added to the job posting, based on the Primary Req Location.
- Current Locations Requiring Pay Transparency Language: WA, CA, CO, RI, NYC, NY-Westchester County.
- Confirm that job descriptions are posted internally and externally when setting up initial configurations.

### Formatting

- Utilize headers in the formatting options to separate paragraphs.
- For those leveraging LinkedIn job posts, include relevant hashtags.
- Once posted, confirm job description formatting looks correct on the Career Site.



**THANK YOU**

The Teammate Experience Team is here for you if you have questions concerning specific benefits, feedback, suggestions or stories.

[TeammateExperience@nike.com](mailto:TeammateExperience@nike.com)