

## - CAL POLY CAREER SERVICES -

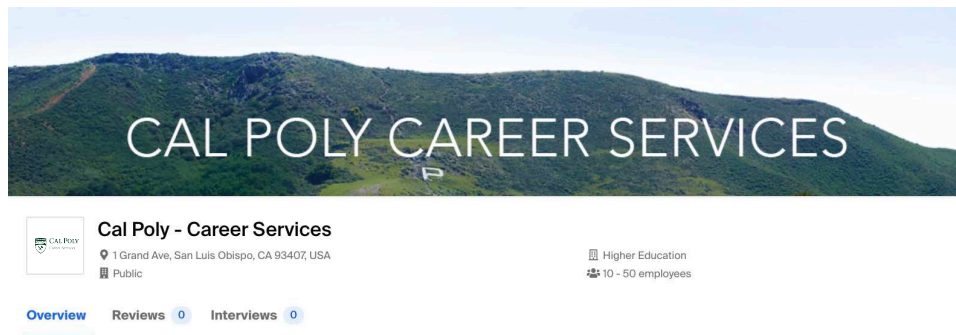
### EMPLOYER TIPS

MustangJOBS/Handshake is modeled after computer learning systems like Netflix. These types of systems make the best match with the most data given. We have collected some helpful tips to improve the employer experience. Thank you for considering Cal Poly, San Luis Obispo.

### COMPANY PROFILE

#### 1. Logo

- Your logo is important to your account profile on Handshake and to help brand your company. The logo should fit the whole screen and be a clear and clean image. Handshake suggests a 1:1 (width to height) ratio is best for your employer logo (main logo) with a minimum size of 150x150 and a maximum size of 400x400 pixels. For the employer branding image (banner at top of profile) Handshake suggest a ratio between 4:1 and 5:1 (width to height) with a minimum size of 1200x300 and maximum size of 2000x500.



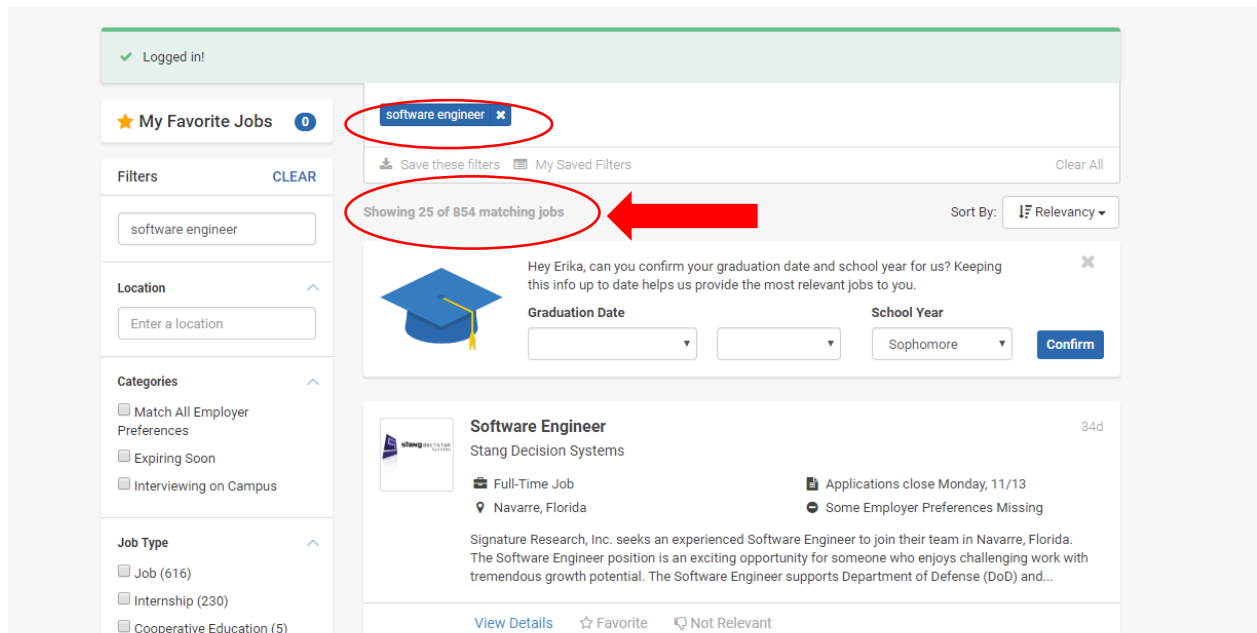
### JOB POSTINGS

#### 2. Functions

- When creating a job posting, selecting the right job function helps students search for jobs by their functional area. Students will filter jobs & internships based on job function during their job search.

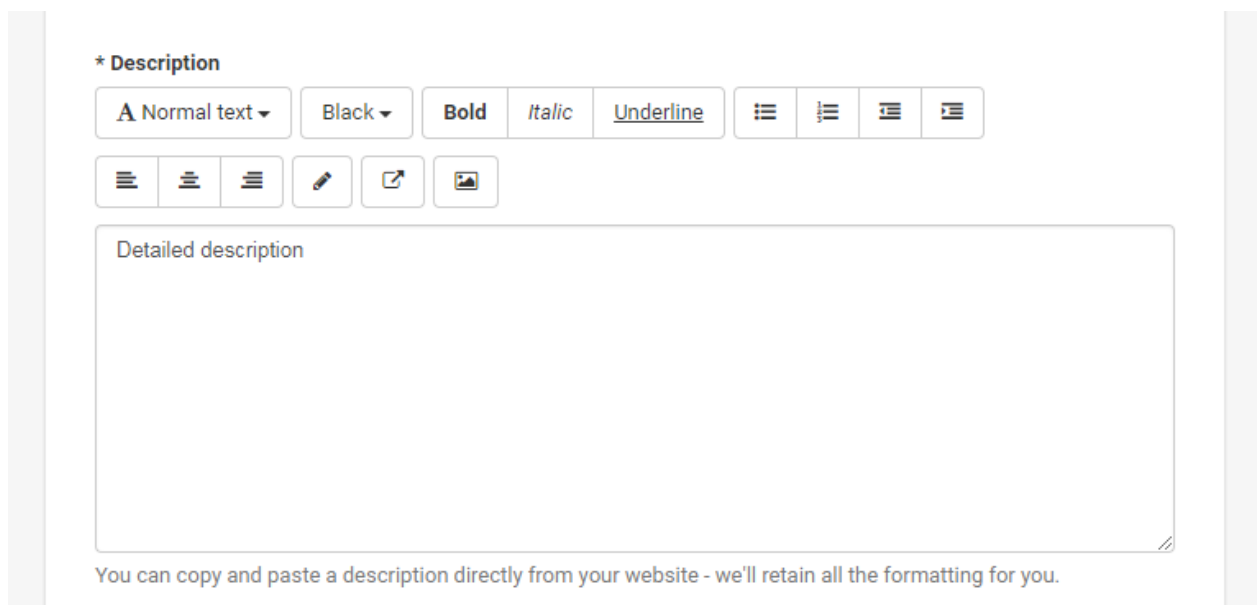
### 3. Unique Job Title

- There are approximately +3,000 active jobs in Handshake at any given time. This means that there could possibly be hundreds of jobs with the same job title as your position. Use specifics to title your position instead of a general title. For example, instead of Software Engineer use Web Developer, or Back-End Engineer, or Gaming Developer.



### 4. Job Descriptions

- Vague or simple job descriptions don't benefit your company. In order for students to feel like a job is a fit for them, they need to know what they will be doing. We suggest adding hard and soft skills, qualifications, and requirements, which will add more value to your position.



## 5. Key Word Search

- Students can search by key words linked to your job description and job title. Be sure to add all skills and experiences related to the job in order for students to find your posting.

## 6. Majors

- Majors are a great way to narrow down your position requirements. Major Groups are Handshake created categories that each university can map their majors to. For example, for the Major Group Art History, Cal Poly selected Art and History majors. Use Major Groups to select general major bundles as determined by Handshake and Cal Poly. Employers can also select individual majors at Cal Poly. Using the "click here" option shown below, you will see the full list of majors at Cal Poly and hand select those relevant for your position.

### Majors *Select a category to choose specific majors*

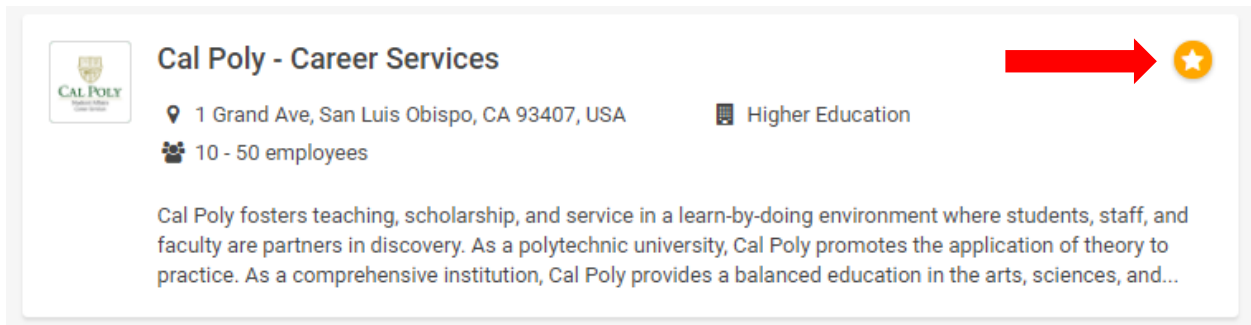
- Agriculture, Food & Horticulture** - 0 of 9 majors selected
- Arts & Design** - 0 of 17 majors selected
- Business, Entrepreneurship & Human Resources** - 0 of 24 majors selected
- Civics & Government** - 0 of 9 majors selected
- Communications** - 0 of 7 majors selected
- Computer Science, Information Systems & Technology** - 0 of 10 majors selected
- Education** - 0 of 10 majors selected
- Engineering** - 0 of 19 majors selected
- General Studies** - 0 of 3 majors selected
- Health Professions** - 0 of 17 majors selected
- Humanities & Languages** - 0 of 12 majors selected
- Life Science** - 0 of 14 majors selected
- Math & Physical Sciences** - 0 of 4 majors selected
- Natural Resources, Sustainability & Environmental Science** - 0 of 11 majors selected
- Social Sciences** - 0 of 9 majors selected

These majors consolidate individual majors across every school on Handshake. To choose a specific major by individual school [click here](#)

## ADDITIONAL TIPS

### 7. Favoring

- Students have the ability to “favorite” companies, and by doing so they will get notified every time your company posts a job or comes to campus for interviews, information sessions, or Career Fairs. Tell students to favorite your company in your job description.



**Cal Poly - Career Services**

1 Grand Ave, San Luis Obispo, CA 93407, USA Higher Education

10 - 50 employees

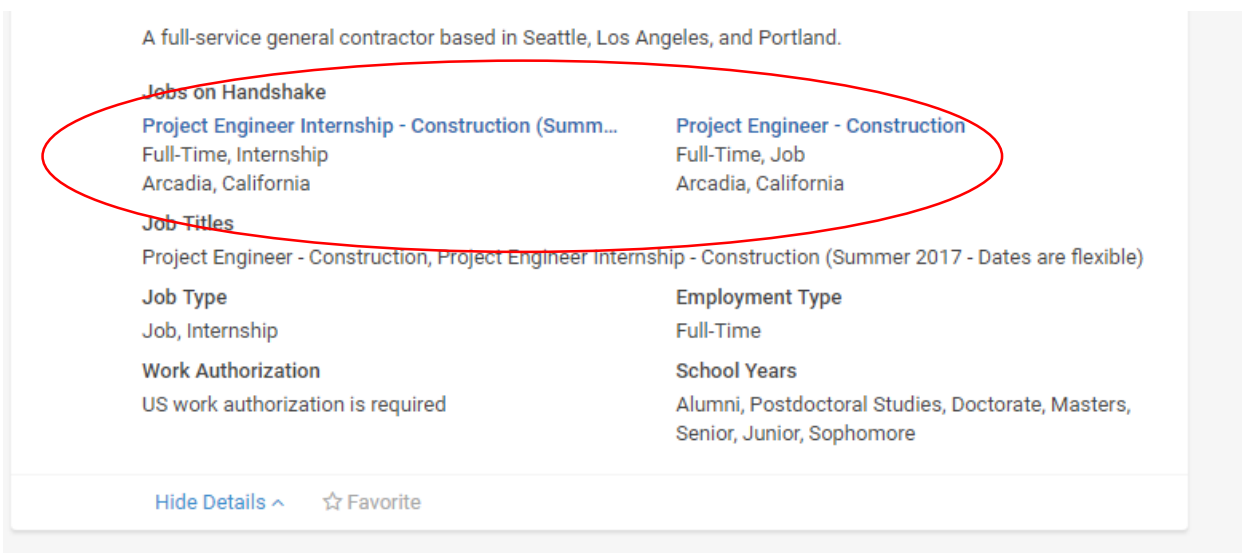
Cal Poly fosters teaching, scholarship, and service in a learn-by-doing environment where students, staff, and faculty are partners in discovery. As a polytechnic university, Cal Poly promotes the application of theory to practice. As a comprehensive institution, Cal Poly provides a balanced education in the arts, sciences, and...

### 8. Student search

- The search student feature is only available by becoming a [Career Partner](#). Employers that attend our Career Fairs have access to an opt-in fee based resume book.

### 9. Career Fair Jobs

- Adding your fair specific positions into Handshake before attending a career fair will help students find and research your company and help improve your company’s brand. Students will often search by job title before a career fair and then research that company.



A full-service general contractor based in Seattle, Los Angeles, and Portland.

**Jobs on Handshake**

<b>Project Engineer Internship - Construction (Summ...</b> Full-Time, Internship Arcadia, California	<b>Project Engineer - Construction</b> Full-Time, Job Arcadia, California
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**Job Titles**  
Project Engineer - Construction, Project Engineer Internship - Construction (Summer 2017 - Dates are flexible)

<b>Job Type</b> Job, Internship	<b>Employment Type</b> Full-Time
<b>Work Authorization</b> US work authorization is required	<b>School Years</b> Alumni, Postdoctoral Studies, Doctorate, Masters, Senior, Junior, Sophomore

[Hide Details ^](#) [☆ Favorite](#)