



Job Post Performance Playbook

How to Evaluate, Act, and Escalate Job Postings

About this Playbook

This is a decision tool, not a policy. The goal is to maintain strong, qualified candidate flow and act quickly when a posting isn't producing.

Escalation Trigger Standard

To "escalate" means to proactively flag the role to your HRBP or TA partner for review, sharing a clear snapshot of current performance (applicant volume, qualified candidates, interviews), and outlining what actions have already been taken such as title adjustments or reposting.

From there, alignment is reached on next steps, which may include boosting, role adjustments, or broader changes. The intent is to ensure decisions are deliberate and data-driven rather than reactive or delayed. A job posting must be escalated for review when it fails to generate sufficient qualified candidate flow within defined timeframes based on role level.

Escalation ensures we are making deliberate, data-based decisions rather than reacting late or defaulting to spend.

Escalation is required when any of the following thresholds are met:

- Applicant volume below target
- Insufficient qualified candidates
- Lack of interview activity
- No qualified pipeline movement over a defined period

Escalations should result in defined corrective actions including posting optimization, budget adjustment, or role recalibration.

What "Good" Applicant Flow Looks Like

Healthy job postings should consistently generate:

- Steady applicant flow
- A pipeline of qualified candidates
- Ongoing interview activity

Escalation Triggers by Role Type

Non-Exempt Roles: (TL, SL) Expect fast, high-volume flow

Escalate or boost if (by Day 5–7):

- Fewer than 15–20 applicants
- Fewer than 5 qualified candidates
- Fewer than 2 interviews scheduled

Escalate earlier (Day 3–5) if:

- Very low flow (<10 applicants)
- Location typically produces strong volume

Exempt Roles (SM, GM, AD) Expect moderate volume, stronger screening

Escalate or boost if (by Day 10–14):

- Fewer than 25–30 applicants
- Fewer than 8–10 qualified candidates
- Fewer than 3–5 interviews

Escalate earlier if:

- No viable candidates identified by Day 7–10





Specialized and Corporate Roles Expect lower volume, higher quality

Escalate or boost if (by Day 14–21):

- Fewer than 20–25 applicants
- Fewer than 5–7 qualified candidates
- Fewer than 3 interviews

Immediate escalation if:

- No finalist identified after 21 days

Additional triggers to consider for all roles

Escalate regardless of volume if:

- 5+ days with no new qualified candidates
- Repeated candidate declines due to the same issue (pay, schedule, location)

This usually signals a market or role problem, not just visibility.

What defines a “Qualified” Applicant

- Meet basic experience requirements
- Be aligned to pay range
- Be available for role/location
- Pass initial screening

If most applicants don't meet these, the issue is quality, not quantity.

Escalation Actions

When a trigger hits, you should diagnose (before boosting):

Tier I (fix within control)

- Repost / refresh job
- Adjust title
- Tighten or simplify JD
- Expand geographical radius
- Activate hiring event (if need for more than 15 roles within a 25-mile radius)

Tier II (requires approval)

- Increase Indeed spend (boost)
- Adjust pay range
- Add sign-on / incentive
- Add sourcing support (TA involvement)

Tier III

- Role mis-leveled
- Unrealistic expectations
- Market mismatch

Triggers Differ by Role

Role Type	Speed Expectation	Volume Expectation	Escalation Speed
Hourly	Immediate	High	Fast (3–7 days)
Manager	Moderate	Medium	Medium (7–14 days)
Corporate	Slower	Low	Slower (14–21 days)

Days with Zero Qualified Pipeline Movement

Even if volume looks fine, escalate if:

- 5+ days with no new qualified candidates; OR
- Repeated rejections due to same issue (pay, schedule, etc.)





What to Do Before Requesting More Budget

Posting Optimization

- Adjust job title (this has the biggest impact)
- Simplify or tighten job description
- Ensure pay and schedule are clearly stated

Distribution & Visibility

- Refresh or repost the job
- Expand geographic targeting radius
- Leverage hiring events where appropriate

When to Request Additional Spend (Boosting)

- You've optimized the posting *and*
- You're still below target thresholds *and*
- The role is business-critical or time-sensitive

Boosting works best when:

- The job is already converting reasonably well
- You need more visibility, not a different candidate profile

When to Escalate Beyond Budget

If boosting doesn't fix the issue, escalate for review:

- Pay may be below market
- Role scope may be misaligned (too junior or too senior)
- Requirements may be too restrictive
- Location or schedule may be limiting the candidate pool

Closing Guidance

The expectation is that we respond quickly when posts aren't performing as expected. Waiting does not improve candidate flow, unclear roles do not fix themselves, and additional budget will not correct the wrong problem.

Strong operators recognize early when a posting is underperforming and take action within their control before escalating with clear context. When a role is not producing within the expected timeframe, the assumption should be that something needs to change, and action should follow accordingly.

Quick Decision Guide

Low applicants? → Increase visibility (optimize + boost)

High applicants, low quality? → Adjust role, pay, or requirements

No movement over time? → Escalate for deeper review

Strong flow but no hires? → Interview / selection issue

Don't wait for a posting to "age." If it's not producing the right pipeline within the expected window, act.

If your job posting were an employee, by Day 7 it should at least be doing *something useful*.

