



The Working Title of a position attracts applicants to the position. The Working Title should also be a title that meets operational needs. The Working Title is how job seekers will search for the position on our employment website as well as other job boards UW–Madison partners with. To capture the job seeker’s attention, your title must be descriptive and concise.

When deciding what the Working Title should be, consider:

- Using a title that is not the default/Official Title.
- How it will appear on the employment website as well external job boards.
- Being mindful of UW-specific job titles.
 - For example, the title “Univ Services Assoc” may not get as many applicants as a job title of “Administrative Assistant.”
- Other instances may benefit from UW-specific information such as a title of “Lab Manager.”
 - In this scenario, it may be valuable to include the name of the lab as it may be recognizable to applicants (“ABC Lab Manager”).
- Including terminology that can prequalify a candidate, such as “Part-Time” or “Night Shift”.
- Using the same words of the Working Title in the advertising summary to establish the connection between the title and the description.