

# How to Write a Job Description

Writing a job description is about setting the right expectations and attracting the right candidates. Use the steps below to get qualified applicants who are truly interested in joining your organization.

### **1.** Write a clear and attractive job title.

- Stick to familiar, recognizable job titles.
- Example: Change "Email Marketing Guru" to "Email Marketing Specialist."







# 2. Write a great introduction.

- Help job seekers answer the question "Do I want to do this?"
- Highlight enticing features, benefits, or duties that get job seekers excited about the position.

## **3. Outline the essential job functions.**

- Before writing the job ad, break down the core responsibilities of the role with the help of the hiring manager.
- Prioritize a handful of simple, clear job duties that are critical to the role and require specific experience.





#### 4. Describe an average day.

- Walk through what your new hire will do from day to day at your organization.
- Work with the hiring manager to list how much time this person will spend on main daily duties and other common tasks.

# 5. Define what success is for the position.

- Examine how you or your hiring managers intend to measure success for the position by answering such questions as:
- Is success based on quantity or quality?
- Is the team competitive or collaborative?
- Are goals measured in revenue, leads, user ratings, or some other metric?





#### 6. Consider the training process.

Is your organization willing to hire an entry-level candidate who may need to learn a few skills before filling the role completely, or do you need an expert who can step in and own the position right away?

# 7. Sell your organization.

- Include key information about your organization:
- Mission, vision, and values
- Perks and benefits
- Well-known projects and unique clients



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