

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

