



How to Write a Compelling Job Description

The demand for gaining top-talent is more competitive than ever– If your current job descriptions aren't bringing in the quality candidates your company is looking for, follow these guidelines to learn how to write a compelling and attention-getting job description.

STEP 1: Attention getter

Headlines matter. Take time to brainstorm click-worthy job titles that convey something interesting about the position.

Ex: Instead of just writing "Executive Assistant," try something like "Executive Assistant to Award-Winning Marketing Team."

STEP 2: Share some background

The more company background you can provide, the better your chances are of receiving top-talent applicants. Be sure to include background on your mission, values, culture, and team and how all relate back to the open job position.

STEP 3: Role requirements

It's a common mistake to fail in differentiating between the true requirements of a role and "nice to have" preferences. Focus on technical skills, competencies, nice to haves, and experience and skills. Be sure you are clear on the needs and wants of each in order to avoid deterring potential top-talent.

STEP 4: Format for simplicity

Writing a compelling job description is a time-consuming task but it's important to remember that most job seekers are only willing to give a quick scan to job listings. With that being said, it's important to keep your formatting organized by focusing on only writing short and concise paragraphs, and using bullet points.

STEP 5: Include the basics

Don't forget to include some of the most important information in your job description– the basics. Make it clear to potential candidates where your business is located, and if appropriate, provide a salary range to help stage negotiations and avoid wasted time.

The process of writing a compelling job description might sound more involved than you initially thought, which is why we're providing you with a sample job description on the next page to help get you started!



SAMPLE JOB DESCRIPTION

Advisor Success

Bernard Health Background

Bernard Health has built top-shelf software to help employers and benefits brokers solve HR problems. We're competing with, and often winning against, giants in Silicon Valley who have raised hundreds of millions of dollars. How? We have a better team and model and you should consider joining us.

We're headquartered in Downtown Nashville, and we have 12,000 square feet of open office space filled with some of the sharpest, driven, and most balanced healthcare technology professionals you'll find. Joining us at this stage in our story means getting to work directly alongside our leadership team as we grow from 70 team members to 700... 7,000? Everyone here is a doer and individual contributor, and the future leaders of Bernard will come from the new team members who join us in 2019-2020.

Advisor Success Job Description

In this role, you'll solve complicated problems for employers administering benefits on behalf of their current and former employees. You'll work closely with our software client success team to ensure our employer and broker clients are getting as much value as possible while also giving employees the high level of support they need in this complicated area. The team members in this role will be integral to client adoption of our software and will contribute directly to the success of BerniePortal. This is an excellent opportunity for anyone who loves solving puzzles and is interested in learning, and growing with the organization.

Advisor Success Job Duties

- Prepares work to be processed by gathering, sorting, organizing, and recording data, information, and documents.
- Completes enrollments by analyzing and auditing documents, tapes, and transmissions; researching and resolving processing problems.
- Completes conversion mailings by coordinating requirements; developing plans.
- Provides information by collecting, analyzing, and summarizing information; responding to requests.
- Resolves complaints by investigating issues and composing responses; referring non-standard complains and potential lawsuits to legal or government affairs departments.
- Maintains quality service by monitoring standards; advising supervisor of potential problems.
- Prepares reports by collecting and analyzing information.
- Updates job knowledge by participating in educational opportunities.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.

Advisor Success Skills and Qualifications

- Bachelor's Degree required
- 1-2 years of sales/customer service/admin experience
- Strong verbal and written communication skills
- Competitive and results-driven candidates
- Strong organizational skills and exceptional ability to pay close attention to details
- Strong record of being a self-starter
- Ability to positively contribute to a mutually respectful work environment
- Persistence in taking difficult tasks to completion