

## 5 steps to craft an **engaging job description**

Stand out from the crowd in this competitive job market.

With demand for talented professionals far outweighing the available supply, the best candidates have their pick of jobs. To gain an edge in this competitive market, start with a job description that intrigues candidates enough to take action.

As important as a job description is, it's often not given enough time and attention. Many are simply recycled every time a position is vacant. Rather than a routine task, focus on the job description as a vital first step in attracting a valuable asset to your company. Follow these tips for creating job descriptions and you'll be on your way to attracting top talent.



### 1. Gather the basics

Writing a job description can seem daunting. But start your process by gathering the pertinent and vital information about the role. Here are the details to gather before you proceed:

- + Job title
- + Department and position manager
- + Work location
- + Salary range and benefits
- + Experience, educational and/or certification requirements
- + Temporary or permanent position
- + Residential status information (if needed)

If all of this information is not available, you're probably not ready to post the job. This can be frustrating, especially when you want to accelerate the process. However, proceeding without the basics might stall your progress later when you've got candidates waiting to hear from you. Candidates may be quick to abandon your opportunity and label it a bad experience if you're not responsive. Ultimately, it could impact your ability to attract the best talent.



### 2. Open with an intro of your company

Use the opening statement to present your employer value proposition. Include more about your company than simply what it does. Highlight why your company is a great place to work: great benefits, awards won, perks like working remotely, etc. Whether your company has a laid-back, startup vibe or more of a professional atmosphere, give the candidate a feel for your workplace. If you have a video that illustrates your corporate culture, include a link to it.



Your organization may already have an “official” statement to be used at the top of every job posting, providing details about the company and the work environment. If there is some flexibility, this is a great opportunity to make your job stand out. Use the opening to show off your best attributes. This will be the first opportunity to differentiate your job posting from competing offers. You want it to be realistic but memorable. Always keep your call to action in mind as well. The ultimate goal is to create an intro that will entice the best candidates to apply.



### 3. Establish tasks

What will the person in this position do on a day-to-day basis? Be concise and descriptive. You want candidates to look at these bullets and be able to determine (1) if they are qualified and (2) if they are interested. What a project manager does at one company might not be what you want them to do at yours. The objective is to let the candidate know at a glance what the job entails.



### 4. Determine qualifications

What type of education is required? How much and what types of experience are needed? Are any certifications or certain software skills required? These are all questions you need to answer before you publish the job description. This section is imperative because it will help candidates decide whether or not to apply based on their own qualifications. It also gives you a clear-cut means to initially qualify applicants in order to ensure your pool of best bets is a manageable size.



### 5. Proof and publish

Never publish a job description to your company website or a job board until you’re sure there are no typos and it describes the position exactly the way you want. It might even be wise to have someone else on the team double-check your description to ensure you’re not missing anything. Just as a sloppy resume or typos in a cover letter will disqualify an otherwise-promising applicant, nothing will turn away the best candidates faster than obvious mistakes on a job description. Clearing it with your HR department is also a smart way to not only check for accuracy but also mitigate any possible legal issues.