

Writing An Accurate, Impressive Job Description

With a plethora of candidates to choose from employers are demanding more in their search for the perfect candidate. But employers may be turning off the very people they would like to attract, authentic candidates with the right attitude, with job descriptions which would make superman blanche.

We advise candidates tailor their CV and covering letter for each application, but employers should tailor each individual job description too because you want to “sell” your company to the job hunter. Make them really, really want to work for your company because they love the job content. So, whether your vacancy information needs a refresh or it’s your first time at creating a role specification these essentials will help you maximise your own hiring super powers.

Language

It may seem obvious but jargon filled, flowery language switches people off. A simple presentation style and conversational, easy to read, clear language is best.

Write in a style which is aligned to your company culture. Don’t use staid, stilted formal language if your company is anything but that – it just creates a misleading impression.

Job Title

Ensure that the job title accurately reflects the job and, if you are advertising the role online, that it is searchable. Quirky (eg Head of Fun) or very company specific (eg Programmer Level 3) job titles provide no guidance on what the job actually entails – and therefore who would be qualified for it.

Responsibilities

The job summary should be clear and succinct, providing an overview of the role. Separately, distinct responsibilities should be listed.

Keep them honest and specific as these will define what a person needs to do to be successful, avoiding disillusioned employees down the line.

Qualifications And Skills

Consider dividing qualifications into those which are mandatory and which are preferred. Likewise on skills – some will be critical while others, although desirable, could be learned on the job.



Experience

Think carefully about the experience you require – can the applicant be qualified by experience?



Do you really need 5 years' specific experience or will this deter applicants who just haven't had the time to accrue this level of experience or broadly skilled applicants who are trying to make a career transition?

Values And Competencies

As well as the specific attributes the role requires think about the wider values and competencies your company champions.

Location

Specifying the location is obviously important but details on flexible working or required travel should be provided too.

The Package

Clarity on remuneration and benefits (including non-financial incentives) is a priority for applicants.

Organisation Structure

People need to understand where they fit in to an organisation so provide some information on who the role reports to and the number of direct reports.

Company Culture

Information on your company is important, but by providing links to other material such as information on company culture or a video on what it's like to live in the area will save the job description becoming too long.

Was This Useful?

We offer lots more advice and tips on the Resource Centre section of our website. Whether you're looking for a job or hiring new staff, visit www.thorpemolloy.com/resources for more information.

