

Anatomy of a Job Description

Every part of a job description provides an opportunity to clearly communicate with job seekers and align an organization with its hiring goals. Save time on recruiting the right talent for your open roles by crafting the ideal job description.

Update Your Descriptions

Review your job descriptions at least once a year to make sure your organization's goals are aligned with the open role. It can help protect your business from legal implications due to outdated information.



Useful Quick Tips Job descriptions should have:

- Clearly written and short sentences
- Five to ten bullet points featuring employee requirements
- An outline of how employee contributions will affect the company
- An Affirmative action plan/equal employment opportunity (AAP/EEO) statement
- Your location and mention if the position is remote, hybrid or on-site
- A mobile-friendly design with a way to easily apply for the role

Best Practices

Job Title

Be Clear, Descriptive, and Engaging

Job titles should include three to five words at maximum (roughly 35 to 60 characters with spaces.) The title should indicate the level of the position if applicable and describe the responsibilities of the job seeker.

Tone and Structure

Promote Culture and Values

Provide insight into the culture of your organization and provide brand-friendly, professional messaging that lets candidates know why your organization is unique.

Responsibilities

Provide Expectations

Listing the duties and responsibilities of an employee in your job descriptions provides accountability and doesn't leave room for any misinterpretation. Provide key responsibilities in order from most important to least.

Qualifications

List Certifications and Experience

Depending on your industry, some job qualifications may only require education or years of experience while others seek more specific ones. This is also a fantastic area where you can list soft (interpersonal) and hard (technical) skills.

Benefits and Perks

What's in it for them?

Provide a compensation range that's competitive and general benefits including time off, insurance, and 401K. You can also mention bonuses and employee discounts or any fun perks such as summer Fridays or bringing your dog to the office.

Summary

Who Are You?

Add highlighted summary about your organization and provide links to your About Us or Career Page, or even add a video to help talent get a well-rounded look into who they'll be working for.

Call To Action

Attract the Right Talent

Always have a call to action for your job description. Use an easy apply button for job seekers to quickly submit. And make sure your application isn't too long when filling out.

