

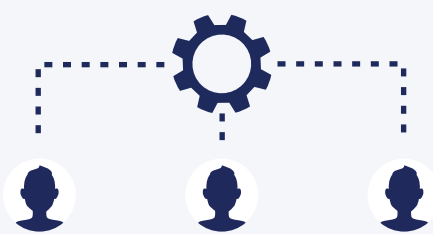
Do's and Don'ts of Writing a Good Job Title and Description

Crafting the right job title and description can make or break your job ad. To build a job posting that will get you the candidates you need, follow these tips.



Do's

Clearly define the role and requirements



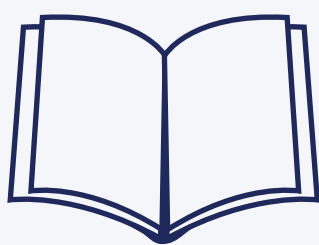
Your job description needs to convince a candidate that they are a match for the role so it's important to be clear and accurate about what the role entails and minimum qualifications needed to perform that job.

Create a job title that is clear and concise to make your ad searchable and easy to find



According to Glassdoor, job seekers will use around 7.6 job sites to find their next position. Increase your exposure by making your job ad easy to find with a clear job title.

Tell job seekers about your company's story

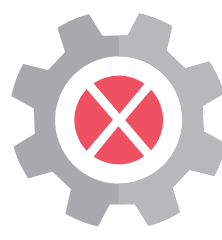


Company branding and storytelling allows job seekers to get to know your company culture and see if they're the right fit for your organization. You can provide a link to your company's About Us page or add a short summary to the job description.

Highlight key benefits and perks



Mention benefits such as paid time off, childcare and flex time, healthcare options, remote work opportunities, bonuses, employee discounts or programs, and stock options.



Don'ts

Use an outdated job description template



Job description styles are constantly evolving and changing over time. Update your company's job description format and style to attract more job seekers.

Make your job title more than eight words long

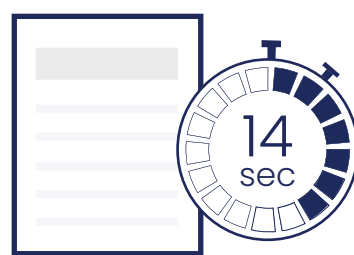
Short job titles outperformed longer job titles by 30-40% (Glassdoor).

Make your job title specific and easy to define, and use words that add more clarity and searchability to the title.

Example:

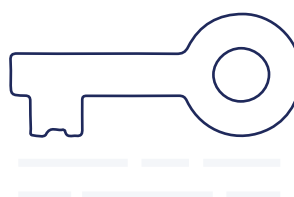
- ✓ Technical Support Specialist
- ✗ Technical Support Troubleshooting Expert- 9-5-Full Time (Experience Required) (Vaccination Required)

Make your job description more than 800 words



Most job seekers spend an average of 14 seconds reading job descriptions before applying. Remove any unnecessary jargon, phrases, non-essential responsibilities, or duties to keep the job seeker engaged with your job posting.

Skip on incorporating keywords into your job description



The right keywords in your job description can help get your job ad placed in front of the right job-seeker audience. Use resources like Google Keyword Planner or Keyword Tool to create a list of keywords for your job title and job description.

