JOB DESCRIPTION GUIDE
How to write a compelling job posting

Creating a good job description provides a comprehensive summary of the **duties, responsibilities, tasks/activities, and qualifications** required for a specific role. It should offer potential candidates a clear understanding of the job, what to expect overall, and what benefits your business/organization provides. Most of all, it is a fairly big picture of what it would look like to work for your business/organization.

Job descriptions should be concise yet informative. Ideally, they should contain between 300-600 words. This length provides enough detail for **candidates to understand the role without overwhelming them** with information.

There are 3 main sections of a job description:

- List out the **roles and responsibilities**:
  - Establish what tasks, activities, and duties you want this person to handle or be doing day in and day out

- What kind(s) of **skills, knowledge, education**, background, credentials and/or certifications does this person need to have?

- What kind of **experiences and/or situations** would you want this person to have encountered or share what they may encounter in the workplace?

If you are a business of <u>15+ employees or more</u>, you should include:

- *Salary range* (i.e. $24-30/hour) and internally have a clear budget of what you may want to pay for this position
- A ***brief job summary***, which gives candidates an overall picture of what the position currently does and what it could become
- What ***values and characteristics***/traits would you want this person to emulate or possess in order to "fit" into your workplace culture?

What to AVOID when creating your job description

- Avoid discriminatory language, unrealistic requirements, and negative tones.
- Ensure job title and duties are clear and effective to avoid any confusion.
- NO Longer include: should be able to "STAND" for long periods of time or "LIFT" a certain number of pounds.
- Instead, list things like: lengthy hours in front of house will be required, or may need to pick up and move several boxes on a day to day basis.
- Be upfront about non-negotiable requirements like necessary certifications and working hours.

HOW to make your job posting/business STAND OUT

The goal of the job description, once it is completed, is that you POST it to various websites or share with colleagues to ***recruit, attract, and HIRE*** the Best Fit for your business/organization. What will really make it *attractive,* is if you SHARE your brand, culture, and positive work environment that your potential candidates will want to be a part of.