

How to Write a Killer Job Description

Job title

Having a job title that is findable and straightforward is important. When you write out your job title, make sure that it is:

- Honest and doesn't exaggerate the role's importance.
- Search friendly – don't try to be too creative with the title. Candidates won't look beyond the title if they don't understand what you're looking for, so stick with common keywords that are self-explanatory.
- Free of gender or age implications.
- Descriptive of how the role ranks with other positions in the company.
- Comparable to similar jobs in the industry.

Why join us?

This is the company overview section. Use it to describe why the candidate should join your company and try to keep it concise. Think about including:

- Your company's mission, vision, and values.
- A description of the culture and the team the candidate would join.
- Your company's past successes and industry impact.
- Any benefits the employee can expect.
- The company growth metrics.

What we're looking for

This is your opportunity to describe your ideal candidate, and hopefully grab the attention of prospects that fit the description. Consider including:

- The traits the candidate you're looking for should have and key job requirements.
- The skills and experience that are essential for the role.
- The attributes of top performers at your company.
- If the position is full-time or part-time, paid or unpaid, or an internship.
- The location and whether or not travel is required (and how much).

The impact you'll have

Illustrate what the candidate's day-to-day will look like and the opportunity she or he will have for career advancement.

- Express the value the position has within the company.
- Describe the role and responsibilities. Try to include 5-10 responsibilities.
- Begin each responsibility with an action verb in present tense. For example, "drive product naming" or "elevate the client experience."
- Include details on who the person would report to and where that person falls within the company's structure.
- Don't try to hide drawbacks with clever language – consider adding a "worst part of the job" section.

Sound like you? Apply now!

Make the application process easy.

- Optimize your careers page for mobile.
- Save candidates some time by allowing them to apply with their LinkedIn profile.

Learn more about (your company)

Use this section to include any further relevant information about your company. Try embedding a company culture video to mix things up!

Contact information

Don't make the mistake of leaving out contact information. Include the recruiter's email and phone number so that applicants can apply and ask questions.