

Elements of an Effective Job Description

One of the first steps to ensuring you find the best candidate for any open position is to craft a clear and targeted job description. Here are the key elements to include and tips for making them as specific and relevant as possible.

JOB TITLE AND PURPOSE

- **Job Title:** Draft a brief description (1-4 words) of the job which reflects the content, purpose, and background of the job.
- **Job Purpose:** This provides a high-level overview of the role, level, and scope of responsibility consisting of three or four sentences providing a basic understanding of what the role's main purpose is.

PRIMARY DUTIES AND RESPONSIBILITIES

- **Outline Core Responsibilities:** Create a detailed, but concise list of job duties including any that may be unique to your organization.
- **Daily Activities:** Highlight the day-to-day activities of the position. This will help candidates understand the work environment and the activities they will be exposed to daily.
- **Role In Organization:** Specify how the position fits into the organization including who they will report to, and how the person will function within your organization, helping candidates see the bigger picture and understand how the role impacts the business.

REQUIRED AND PREFERRED QUALIFICATIONS

- **List Both Hard and Soft Skills:** This includes specific education, previous job experience, certifications and technical skills required for the role
- **Keep It Concise:** Even though you may be tempted to list out every requirement you envision for your ideal hire, including too many qualifications and skills could dissuade potential candidates

WORKING CONDITIONS

- **Physical Requirements:** All physical elements of the job including any walking, lifting, climbing, typing, etc. that the candidate is expected to do.
- **Travel Requirements:** Identify the type of travel required, distance/radius, as well as the frequency/volume (e.g. 25% travel).
- **Work Hours:** Indicate if required to work weekends, nights, or be on-call as a regular part of the job.

COMPENSATION AND BENEFITS

- **Salary Range:** Quality candidates look for opportunities that meet their salary needs. Adding the salary band to your job description helps you stand out against other prospective employers and helps attract best fit candidates
- **Perks and Benefits:** List out all of your top perks and benefits including PTO, Flextime, Medical coverage, Family Time Leave, Tuition or testing reimbursement for key industry designations, etc.