

Writing a Stellar Job Description

Finding the most qualified applicants for your business starts with the job description. While a job description should include all the essential elements—job title, summary, qualifications, etc.—today’s generation of workers are less focused on pay as the top priority and are instead also looking for meaningful work. Below are key components for attracting the best talent and fit for your company through a dynamic and engaging job description.

☞ Be Passionate

You know WHAT you do and HOW you do it, but you need to communicate WHY you do it. What problems does your company solve? What are you doing to make this world a better place? What drives your employees to get out of bed in the morning?

☞ Be Precise

Rather than simply stating “opportunities for growth,” detail exactly what growth opportunities you offer.

☞ Be Positive

Work/life balance is essential to most of today’s workers. When choosing between different job options offering similar pay, workers are likely to base their decision on whether your job description mirrors a friendly, flexible working environment.

☞ Be Exciting

Write the job description as if you were marketing a product to the consumer. Relate the job functions to the candidate’s everyday life in a fun way.

☞ Be Reciprocal

Don’t just tell job seekers *your* needs—tell them what the job can do for *them*. What skills might they gain? What professional connections could they make? How will the position make them a more desirable candidate in the future?

Flip to the back of this page for examples of how to ace each of the recommendations above.

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	Average	Optimal
Be Passionate	We are a popular apparel and accessories company known for our optimistic t-shirts.	"[We] spread the power of optimism." (Life is Good)
Be Precise	We offer flexibility and opportunities for growth.	We offer the freedom to work remotely, 40% tuition reimbursement, free training courses, and a mentorship program.
Be Positive	Work in a team-oriented environment.	"Together, we work hard, we laugh a lot, we brainstorm nonstop, we use hundreds of Post-Its a week, and we give the best high-fives in town." (Airbnb)
Be Exciting	Develop, implement and maintain an effective planning and analysis capability. Communicate financial and operational performance trends. Lead financial modeling and budgeting efforts.	"Do you wake up every morning and check your favorite financial blogs before checking if the kids ate all the Froot Loops? Does your heartbeat quicken when you see that your issue of the <i>Journal of Financial Planning</i> has arrived?" (Motley Fool)
Be Reciprocal	We're looking for a dynamic and experienced team leader.	You'll master complex databases, gain leadership experience, and become an expert on industry regulations.