

# CRAFTING THE PERFECT JOB DESCRIPTION





# THE JOB TITLE

This is one of the least thought about factors and probably one of the most important when crafting the perfect job description. Who knew that there are so many crazy job titles and 'sales rockstar' is not something candidates are attracted to or want on their CV.

Keep it straightforward when it comes to job titles candidates want you to keep it simple & professional.

## Good ✓

- Marketing Specialist
- Administrative Assistant
- Barista
- Talent Acquisition Manager
- Social Media Manager

## Bad ✗

- Marketing Ninja
- Administrative Hero
- Coffee Jedi
- Godfather of Talent
- Social Media Guru

# THE DESCRIPTION

An overview of who you are & what you looking for from applicants. Avoid being mysterious and get straight to the point. Keep it skimmable you don't want a text-heavy description and include the vital details candidates want.

- ✓ Location – be as specific as possible.
- ✓ Salary – If it can be disclosed. If not try and give a range at least. Is it hourly / monthly / weekly? Displaying salary on your roles can increase applicants by 25%
- ✓ Position summary – what they will be doing and who they will be reporting to.

# DUTIES & RESPONSIBILITIES

Here you need to list all of the required functions of the job. Be clear how often tasks need to be carried out & how much time will be spent on each one. Doing this allows the candidate to establish an idea of what is expected from them on a daily basis.

## Tips

- Use bullet points when listing any requirements etc. It makes it easier to read.
- Provide between 5–10 daily responsibilities.
- Let the candidate know about any teams or departments they will be working in/with.
- Outline any challenges or projects they will be working on and the importance of the deliverables attached to the role.



# REQUIRED SKILLS & QUALIFICATIONS

This tends to be a factor that is missed. Make sure to include your preferred or mandatory skills and qualifications for the role. Avoid a lengthy list and only include the essentials, you don't want to scare candidates off!

Include keywords

HR Business Partner



Employee Relations

Human Resources

- Include preferred & mandatory skills/ qualifications.
- Be very specific so no time is wasted for either party.
- Use bullet points – easy to read.



# BENEFITS & PERKS

Listing benefits & perks can give you a competitive advantage when trying to win talent.

- Highlight training and career progression opportunities.
- Offer perks that are unique to your company
- Include subsidized or free healthcare, dental treatment, fuel/travel costs.
- Flexible working hours or work from home opportunities are also a great perk to include.
- Holidays





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