

THE ULTIMATE GUIDE TO CREATING

ENGAGING JOB DESCRIPTIONS

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It's no secret that finding a job can be daunting; likewise, finding the right candidate for your company can be equally challenging. And that's why a well-written job description can make all the difference.

Job descriptions are more than just a list of responsibilities and qualifications; they are your company's opportunity to stand out and attract top talent. It is the candidate's first introduction to the company, so it's vital to showcase your company's culture, values, and mission to give candidates a glimpse of what it would be like to work for your organization.

The hiring process is a two-way street. You and the candidate are both seeking the right fit. Your compelling job description is as important as the candidate's resume.

We recommend you take the time and effort to craft a compelling and accurate job description that portrays your company's best attributes.

Remember, the right job description can start a fruitful partnership between your company and a top-performing executive.

Understanding the **Who, How, What, Why, and Where** to get started is important. Let's break them down in the next steps.

Step 1.1: Who (Position-Specific)

BUILD A PROFILE & AVATAR OF YOUR IDEAL CANDIDATE

To attract the cream of the crop for your job opening, it's crucial to have a clear understanding of your target candidate. Creating an avatar or persona that embodies the ideal candidate can help you achieve this clarity. This avatar should be a comprehensive depiction of the personal attributes, skills, and experiences that are essential for excelling in the role.

To get started, think of someone who has previously been successful in the role. Identify the key competencies and qualities required for the job. Consider the technical skills, personality traits, and soft skills necessary for success. For instance, if your organization values storytelling, consider including this attribute in your candidate's avatar. Similarly, if your culture values innovation and forward-thinking, emphasize this attribute.

By creating an avatar or persona for your ideal candidate, you can create a job description that appeals to the people you want to attract and encourages them to apply. This will help you find the right person who fits your organization's culture, values, and mission.

Describe your avatar below.

IDEAL CANDIDATE AVATAR

Be as detailed as possible.

Step 1.2: Who (Position-Specific)

DEVELOP A COMPELLING JOB TITLE

Consider the title. A Compelling Title, will set you apart from the multitude of opportunities candidates encounter during their search. You should consider the specific job title and what would make it attractive to the ideal candidate. Using positive, action-oriented language in your job title can demonstrate that the role is challenging, rewarding, and worth pursuing. An attractive and specific job title can also help you stand out from other job postings and attract a larger pool of qualified applicants.

Example: Sales Representative vs Customer Relationship Specialist.
The former is centered on the business, and the latter illustrates a client centric culture.

List some title options below.

<i>SPECIFIC TITLE OPTIONS</i>

Step 2.1: How (Company Specific)

DESCRIBE YOUR COMPANY CULTURE

It is crucial to accurately define your company culture. In today's tight talent marketplace, candidates frequently differentiate competing job offers by considering cultural elements. Your company culture drives employee engagement, productivity, and retention. Therefore, creating a culture that brings together your team, enriches their daily working experiences, and aligns them with a common mission is important.

The definition exercise is best done in a group. Have the leadership team, direct manager and peers of the open position share their insight. More often than not, various levels of the organization will have different perspectives of the company and group environments.

Next, you must outline what it means to work in your organization - the "how." This could include the encouraged or discouraged behaviors, the communication styles and tools, the decision-making processes, and the performance evaluation system.

An effective method of defining your company culture is through a mission statement or a set of core values that outline the qualities the company considers important. Communicating this message to new and existing employees can ensure they understand and uphold the organization's culture.

Creating a cohesive and healthy company culture that fosters productivity, innovation, and collaboration is a continuous process that requires consistent attention and effort. By identifying and reflecting your company values in your mission statement and daily practices, you can establish a company culture that motivates, engages, and retains your top talent.

Define your company culture on the next page.

Step 2.2: Where (Team or Group)

DESCRIBE THE ENVIRONMENT IN WHICH THE ROLE SITS – TEAM AND GROUP DYNAMICS

To begin this process, each team should clearly understand their role within the company and how their responsibilities contribute to the company's mission and goals. Team leaders should communicate their expectations to team members and establish standards they are expected to follow.

Furthermore, team leaders should encourage and promote collaboration among team members, creating an environment that fosters innovation and problem-solving. Encouraging open communication and active listening is essential to building trust and fostering strong team dynamics.

It's also important to recognize team members' individual strengths and weaknesses and foster an environment of continuous learning and development. Team members should feel supported and encouraged to take risks and learn from mistakes.

To ensure that the team's culture is aligned with that of the larger organization, teams should regularly review their values, beliefs, and work ethics to ensure that they are consistent with the overall company culture. By doing so, teams will be better equipped to make decisions supporting the company's mission and goals while fostering a positive and productive working environment.

Use the space on the next page to map out the team or group dynamics.

Step 3: How (Position Specific)

DEFINE THE LEADERSHIP COMPETENCIES

It is important to identify leadership competencies for all roles in the organization, even if you are not hiring a manager or team leader. These attributes are often referred to as “soft skills” as they relate to the interpersonal aspects of leadership that cannot be easily quantified.

Some key competencies essential for success in any leadership role are:

- Communication Skills
- Emotional Intelligence
- Organization and Planning
- Collaboration
- Adaptability
- Personality Traits

By defining and cultivating these leadership competencies, individuals can become more effective leaders and managers, leading to better business outcomes and more successful teams.

List the needed personal attributes below.

QUALIFICATIONS

Step 4: What and How (Position Specific)

DEFINE SUCCESS IN THE ROLE

What does Great Look Like? What does the incoming team member need to do to be an all star?

After conducting a thorough job analysis and gathering all the relevant information, it's time to define the role in terms of what the job entails and how it is performed. This step is crucial in creating a clear and concise job description that accurately communicates the expectations and responsibilities of the position.

To define the role, start by outlining the key duties and responsibilities that the job entails. These should be listed in order of importance, and each task should be described in detail, including any necessary skills or qualifications required to perform them. It's important to be specific and avoid vague or generic language that could lead to confusion about the job.

Next, consider the "how" of the job - the specific methods or techniques required to perform the tasks listed. This might include skills such as communication, problem-solving, or technical proficiency with certain software or equipment. It's important to be clear about what level of competency is expected in each area and to provide any necessary training or resources to help the employee succeed.

Finally, it's important to consider other factors relevant to the role, such as reporting structure, team dynamics, or company culture. These can help to provide additional context and ensure that the job description accurately reflects the expectations and requirements for the position.

Defining the role is a critical step in creating a job description that accurately communicates the expectations of the position and sets the employee up for success. By being specific, detailed, and thorough in this process, employers can ensure that they attract the most qualified candidates and build a strong team that contributes to the organization's success.

Define success in the role on the next page.

Step 5: How (Position Specific)

DEFINE NECESSARY CREDENTIALS

Once you have mapped out the key responsibilities and skills required for the job role, the next step is to define the credentials prospective candidates must possess. This includes their expertise, experience, education, and certifications essential for excelling in the role.

- Expertise refers to the in-depth knowledge and skills required to perform the job duties effectively. Depending on the role, expertise may include knowledge of specific software programs, programming languages, marketing strategies, technical writing, graphic design, or any other specialized skills necessary to excel in the role.
- Experience is critical in job descriptions, indicating how well the candidate can perform the job tasks. In defining necessary credentials, experience may include the number of years the candidate has worked in a similar role, experience working with specific software or tools, or any other relevant working experience relevant to the role.
- Education credentials encompass academic and other professional qualifications necessary for the job. For instance, one may require a bachelor's or a master's degree depending on the experience required for the position. Other job roles may require specialized qualifications such as Certified Public Accountant (CPA) or Project Management Professional (PMP).
- Certifications refer to the professional qualifications or licenses necessary to perform the job. These can include software certifications, safety certifications, or industry-specific certifications. Candidates with these credentials demonstrate to employers that they have received the appropriate training and have an elevated skill set for the position.

Defining the necessary credentials is critical to composing a comprehensive job description. Outlining the ideal prerequisites helps applicants determine if they are qualified for the role and informs them of the requirements to perform the job responsibilities successfully. Additionally, this helps organizations to identify and attract the right candidates for the job.

List the credentials on the next page.

Step 6: Benefits

ANSWER “WHAT’S IN IT FOR ME?”

Now that we have covered all the important aspects of creating a job description, it’s time to focus on what really matters to your potential candidates - what benefits they will receive if they choose to work with your company.

Benefits are an essential part of any job offer and can make all the difference in attracting and retaining top talent. Surveys have shown that 57% of job seekers consider benefits as one of the most important factors when deciding whether to accept a job offer.

So, what benefits can you offer to make your job offer stand out? Here are some examples:

- **Health and Wellness Benefits:** Health and wellness benefits like medical, dental, and vision insurance and gym memberships are one of the most popular benefits offered by employers. By offering these benefits, you can show your commitment to the health and well-being of your employees and help them maintain a healthy work-life balance.
- **Retirement Benefits:** Offering a retirement plan like a 401(k) or a pension plan can be a powerful tool to attract and retain top talent. These benefits show that you are committed to helping your employees plan for their future.
- **Flexible Schedules:** Today’s employees value work-life balance, and flexible schedules can be a great way to provide this. Offering employees the ability to work from home, flexible hours, or compressed workweeks can make a big difference in their lives.
- **Professional Development Benefits:** Professional development benefits like paid training or tuition reimbursement programs can greatly show your commitment to employee growth and development. These benefits show that you are invested in your employees and want to help them succeed.

Offering a comprehensive benefits package is essential to any job offer. You can increase the chances of attracting and retaining top talent by providing your potential candidates with the information they need about your benefits program.

List the benefits on the next page.

Step 7: Call To Action

COMPEL ACTION

As you create job descriptions, including a Call To Action (CTA) with your contact information or steps to apply is important.

This addition gives prospective candidates a clear path to follow and establishes a direct line of communication between them and your company. Whether you provide your contact information or outline clear steps to apply, including a call to action shows that you are invested in finding the right person for the role and are easily accessible to answer any questions they may have.

Don't miss out on potentially stellar candidates by neglecting this small yet crucial detail in your job descriptions.

List the call to action below.

STEP 8:

ULTIMATE JOB DESCRIPTION

JOB TITLE

AVATAR

QUALIFICATIONS

CREDENTIALS

ROLE

BENEFITS

CALL TO ACTION



THE FUTURE OF TEAM DYNAMICS

Renew offers a unique, transformative approach to building a high-performing culture and improving workforce performance. With fast turnarounds and customizable services, you can make impactful changes within weeks, not months.

GAIN THE TRANSEARCH EDGE

Traditional approaches to assessing and improving team dynamics just aren't cutting it anymore. They can be time and resource-intensive, and many recommendations may feel out of touch. That's where TRANSEARCH comes in.

Through our proprietary suite of tools, services, and expertise, Renew helps companies solve their most complex people issues, improve workforce performance, develop leaders, and build high-performing cultures. As a trusted advisor and observer, you can trust us to give you a clearer picture of the status quo and how that can lead to a strategic plan for the future.

Our services are customizable and bespoke so that we can provide you with the most relevant insights into your team.

Learn More: <https://TRANSEARCHUSA.com/RENEW>



THE ART & SCIENCE OF

ATTRACTING OUTSTANDING LEADERS

Through proprietary innovation, world-class industry experts, and an unparalleled global network, we will find the right leader for your business – someone who will seamlessly integrate and be successful from day one.

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