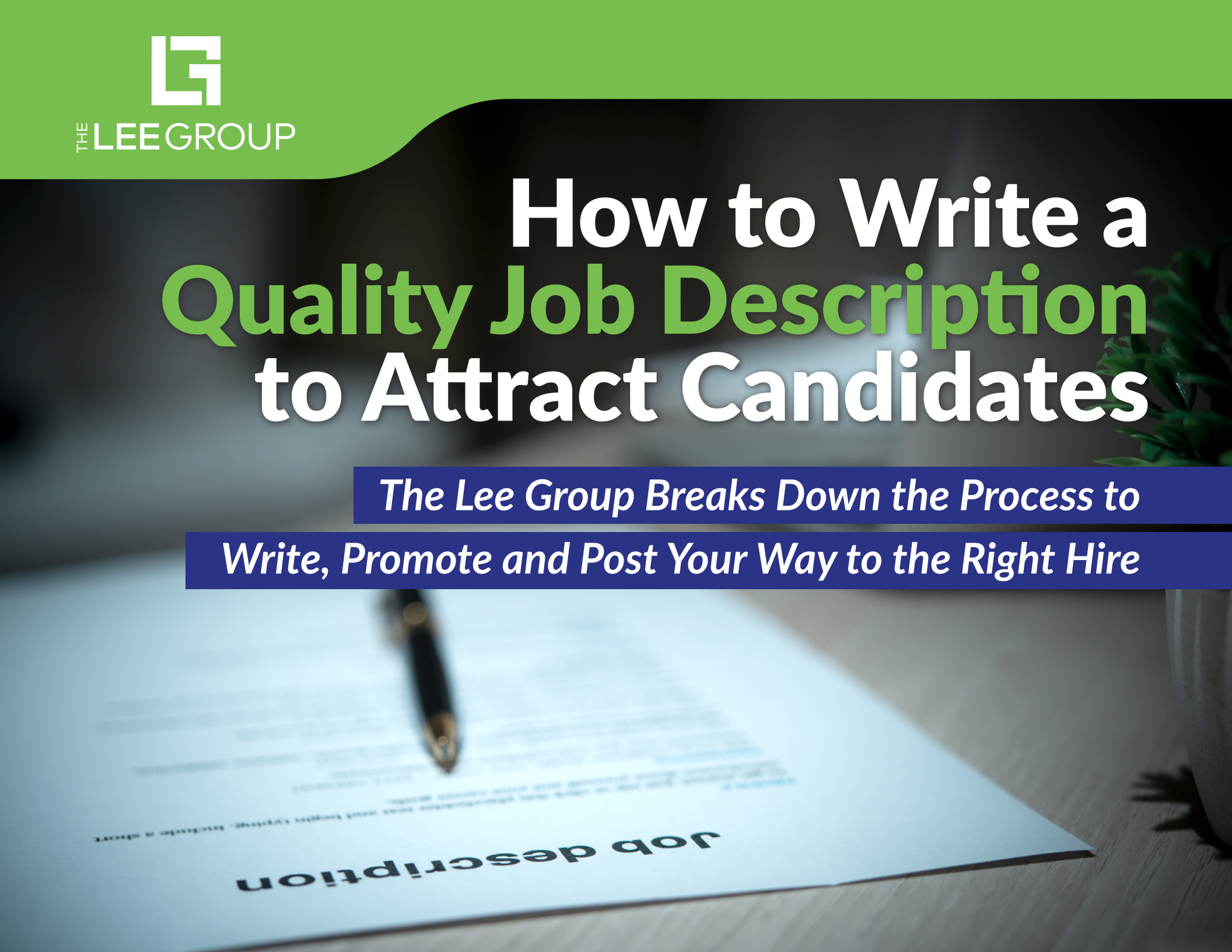
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How to Write a Quality Job Description to Attract Candidates

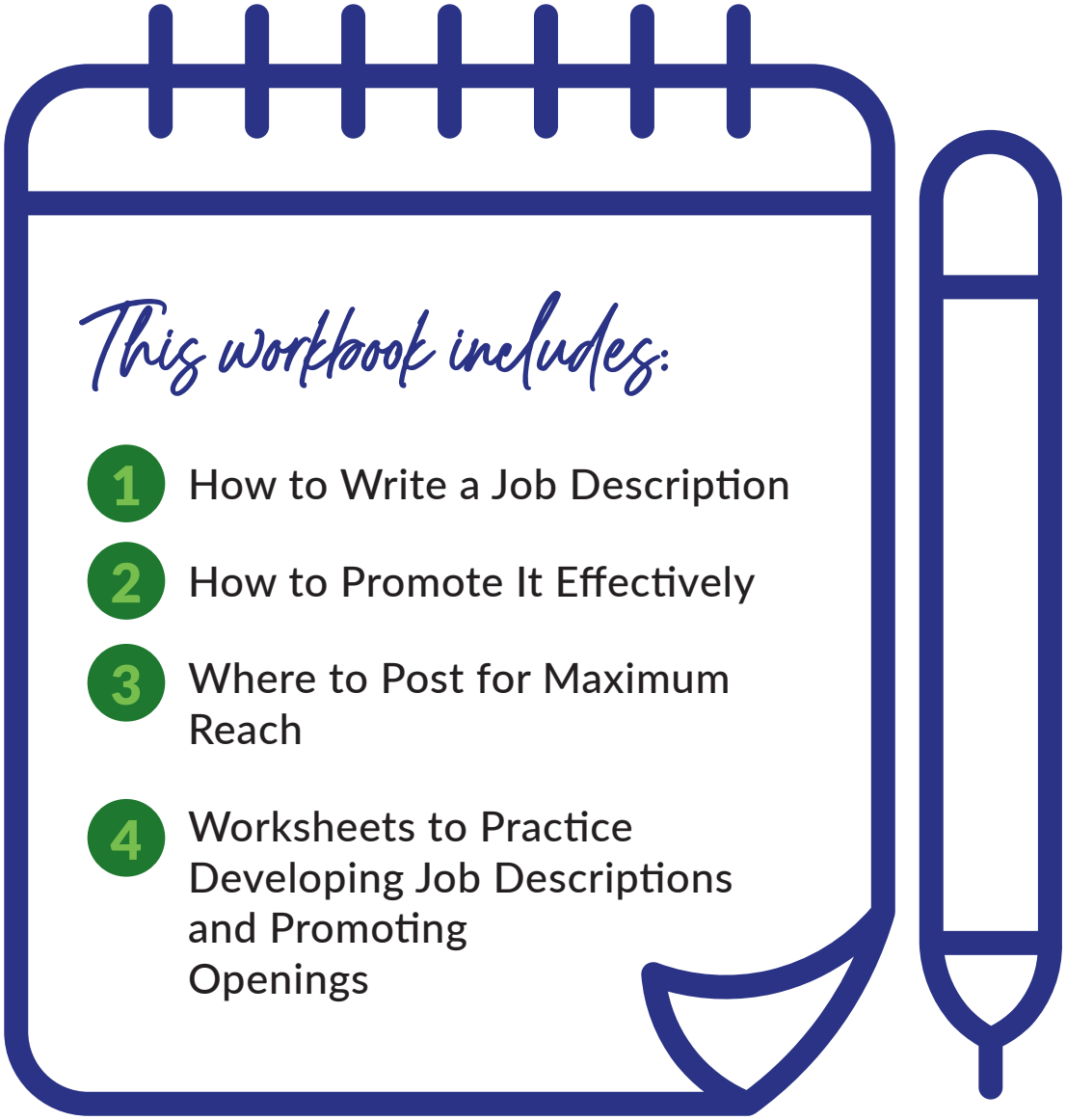
The Lee Group Breaks Down the Process to Write, Promote and Post Your Way to the Right Hire



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Build it and they will come?

That's not necessarily true when it comes to hiring. A well-crafted job description is needed, but you have to promote it effectively on the right channels to reach the right people.



"Hire people who are better than you are, then leave them to get on with it."
–David Ogilvy

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How to Write a Job Description

Gather Your Ingredients

Just like when you're in the kitchen cooking, the first step is to gather the ingredients.

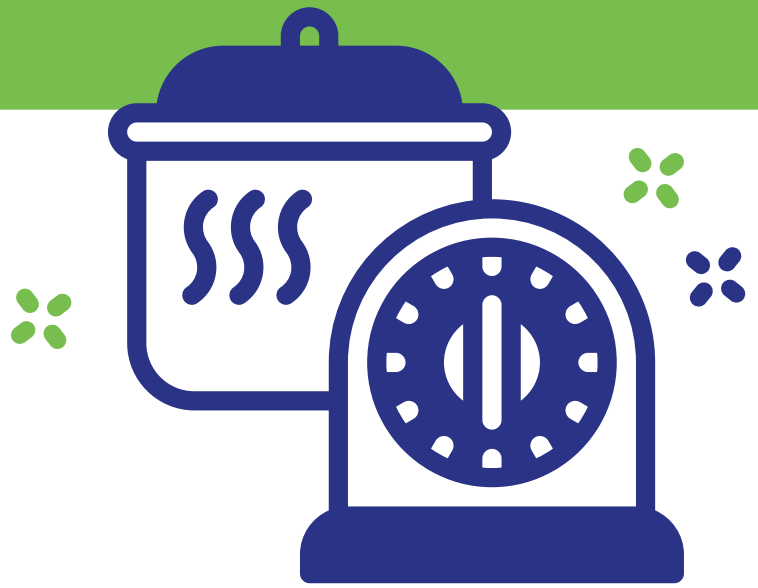


Ingredient LIST

1. **Job Title**
2. **Job Summary:** a concise overview of the position, its purpose, and how it fits within the organization.
3. **Key Responsibilities:** a prioritized list of the role's main tasks and duties (focus on the 80/20 rule: most impactful tasks first).
4. **Qualifications**
   - Must-Haves: Essential skills, certifications, and experiences.
   - Nice-to-Haves: Additional desirable skills or attributes.
5. **Compensation and Benefits**
   - Salary range, bonus structure, health benefits, PTO, and any unique perks.
6. **Location and Work Environment**
   - Specify whether the job is remote, hybrid, or on-site, and include physical demands or environment details if relevant.
7. **Company Overview**
   - Brief description of the organization's mission, values, and culture.
8. **Career Growth Opportunities**
   - Mention potential for advancement or skill development.
9. **Equal Opportunity Statement**
   - Ensure inclusivity and compliance with diversity and equity standards.
10. **Application Process**
    - Clear instructions on how to apply and any deadlines or additional steps (e.g., portfolios, writing samples).

How to Write a Job Description

Time to Cook!



Start with a Summary:

- Outline the core contribution of the role to the organization.
- Describe where the job fits within the company.

List Responsibilities:

- Use the 80-20 rule to prioritize tasks by importance.

Define Metrics:

- Outline what success looks like for the role.

Detail Qualifications:

- Must-Haves (skills, education, experience).
- Nice-to-Haves (additional desirable skills).

Physical Requirements:

- Include physical demands and work environment details.

Equal Opportunity Statement:

- Ensure inclusivity and compliance.

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How to Write a Job Description

Pro Tip:

Write 2 Versions of the Job Description

Preparing two versions of a job description—internal and external—is essential for effectively balancing precision with appeal. Here's why:

Internal Version: Focus on Specifics

- Tailored for internal use to define technical requirements, key performance indicators (KPIs), and essential qualifications.
- Ensures hiring managers and HR teams have a detailed understanding of the role's expectations.
- Helps align stakeholders on the criteria for evaluating candidates.

External Version: Focus on Attraction

- Crafted to engage potential candidates by highlighting not only the technical requirements but also the company's culture, values, and benefits.
- Written in a more conversational tone to resonate with the ideal candidates and make the position appealing.
- Optimized for searchability with strategic use of job titles and keywords.

Why it matters

Internal Precision: Avoids misalignment during hiring and ensures clarity when assessing candidates.

External Appeal: Attracts qualified, motivated individuals who connect with your company's vision.

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How to Promote a Job Opening



Just like a recipe is not a meal, a job description is not a job posting. The way you sell a job opening is far different than the way you write the nuts and bolts of a job description.



When posting an open job, take these tips into account.

- **Compensation and Benefits:** List prominently.
- **Location Flexibility:** Specify remote, hybrid or on-site.
- **Inverted Pyramid Style:**
  - ◊ Lead with essential information (title, pay, location).
  - ◊ Provide more details as readers scroll.

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How to Promote a Job Opening

The Importance of Job Titles

Think about it as the menu item. Like a menu in a restaurant, a job title is often the first thing candidates see, shaping their perception of the position and their fit for the position.

Use These Practices

1 Use Layman Terms for Better Searchability

- **Why:** Many candidates search using simple, widely recognized job titles rather than industry-specific jargon or overly technical terms.
- **Impact:** Ensures your job posting appears in more search results, reaching a broader pool of qualified candidates.

Example: Use "Customer Service Representative" instead of "Client Relations Specialist" for clarity.

2 Test Different Titles to See Which Attracts the Right Candidates

- **Why:** Job titles significantly influence click-through rates and engagement. Different demographics or industries may respond better to alternative phrasing.
- **Impact:** Helps identify the most effective title that resonates with your target audience and drives more qualified applications.
- **Example:** Testing "Marketing Specialist" vs. "Digital Marketing Associate" to determine which attracts the ideal candidate.

3 Repeat the Job Title at Least Six Times Throughout the Posting

- **Why:** Repetition boosts the visibility of your job description in search engines and job boards, improving SEO.
- **Impact:** Makes your posting more discoverable, increasing the chances that candidates find and apply for it.
- **Best Practice:** Naturally incorporate the job title in the introduction, key responsibilities, qualifications, and closing sections.

Where to Promote Your Job Posting

Promote Your Job Opening

Where you promote your job opening is crucial because it determines who sees it. Posting on the right platforms enhances the opportunity to reach the right audience, whether it's general job boards like Indeed for broad visibility, industry-specific sites for niche roles, or social media for a targeted approach. Using strategic channels saves time, attracts qualified candidates, and increases the chances of finding the perfect fit for your team.

Start Here:

Your Website: Always post internally first.

Top Platforms:

- **Indeed:** Market leader.
- **ZipRecruiter:** Broad reach.
- **LinkedIn:** Great for professional roles.
- **Industry-Specific Platforms:**
  - Tech: Dice.
  - Creative: Dribbble.
  - Healthcare: Vivian Health.

Other Notable Options:

- **Remote Roles:** Remote.co, FlexJobs.
- **Veterans & Military Spouses:** V3 Veterans Association, Military Spouse Employment Program.
- **Local Resources:** State employment portals, workforce councils.

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Bonus Tips!

DISCLOSE SCREENING REQUIREMENTS

Mention drug testing, background checks, or pre-employment physicals upfront.



LEVERAGE KEYWORDS

Use the job title and related terms frequently for visibility. And when we say frequently, we mean frequently. Aim for 6-8 times in every post.



UTILIZE COMPANY TOOLS

Platforms like ADP often allow for multi-channel postings.



Key Takeaways

1. Craft a job description that is clear, engaging, and targeted.
2. Use strategic promotion to reach the right audience.
3. Post on platforms that align with your industry and audience.



Final Tip:

Let your job post "bake" for 2 weeks.

Reassess and tweak the recipe based on the quality and volume of response to attract the best candidates.

"It's not about hiring the best people, it's about hiring the right people." - Unknown

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ABOUT THE LEE GROUP

The Core Values That Guide Us

- We are purpose driven to change people's lives.
- We are authentic, straight shooters who are unafraid of the truth.
- We are approachable and genuine with a great sense of fun.
- We get it. Our business and our customers.
- We get it right.

Aligning talent to grow businesses and change lives.

Established in 1971, a dedicated and talented team of staffing professionals successfully turned a small family business into a big success story in Hampton Roads. Uniquely focusing on both executive search and staffing, The Lee Group is recognized as the leading provider of staffing services in the Eastern Virginia area, employing hundreds of associates every day. Our success has led our executive search consultants at Lee Group Search to the forefront of our industry, with a national reputation built on expertise, discipline and professionalism. Our dedicated team of staffing professionals works with an innovative process to interview and place only the best employees for our valued clients.

JOB TITLE:

JOB SUMMARY:
a concise overview of the position, its purpose, and how it fits within the organization.

KEY RESPONSIBILITIES:
a prioritized list of the role's main tasks and duties (focus on the 80/20 rule: most impactful tasks first).

MUST-HAVE QUALIFICATIONS:
Essential skills, certifications, and experiences.

NICE-TO-HAVE QUALIFICATIONS: Additional desirable skills or attributes.

COMPENSATION AND BENEFITS: Salary range, bonus structure, health benefits, PTO, and any unique perks.

LOCATION AND WORK ENVIRONMENT: Specify whether the job is remote, hybrid, or on-site, and include physical demands or environment details if relevant.

COMPANY OVERVIEW: Brief description of the organization's mission, values, and culture.

CAREER GROWTH OPPORTUNITIES:

Complete Job Promotion Checklist

- [ ] Job Description Ingredient List Developed
  - [ ] Title
  - [ ] Summary
  - [ ] Responsibilities
  - [ ] Qualifications
  - [ ] Comp and Benefits
  - [ ] Location
  - [ ] Company Overview
  - [ ] Career Growth Opportunities
  - [ ] EEO Statement
  - [ ] App Process
- [ ] Internal Job Description Created
- [ ] External Job Description Created
- [ ] Job Advertisement Created

  Remember to lead with candidate driven information first!
- [ ] Various Job Titles Created

  (for updating job postings)
- [ ] Job Titles Repeated Throughout Job Advertisement
- [ ] Your Website Posting
- [ ] Top Platforms Posting
  - [ ] Indeed
  - [ ] ZipRecruiter
  - [ ] LinkedIn
  - [ ] Industry-Specific Platforms
- [ ] Other Notable Options for Posting
  - [ ] Remote Roles Sites
  - [ ] Veterans & Military Spouses Sites
  - [ ] Local Resources