



# HOW TO WRITE A SUCCESSFUL JOB DESCRIPTION

## 1 PURPOSEFUL JOB TITLE:

- Write a clear and targeted title

## 2 CLEAR JOB SUMMARY

- Open with a short attention grabbing summary of the role
- Ex. include the company mission, how the role improves lives or lead to career advancement

## 3 HIGHLIGHT BENEFITS

- List any additional perks outside of salary – i.e. free meals, cash bonuses, health insurance

## 4 SHORT AND SCANNABLE

- Keep descriptions for and scannable to make it easy for applicants to determine if they are a good fit for the role

## 5 THE BEST JOB DESCRIPTIONS HAVE THESE 4 THINGS

- Core Responsibilities
- Day-toDay Activities
- Who the Job Reports to
- Requirements – i.e. past experience, certifications or soft skills

## 6 SEPARATE REQUIREMENTS

- Separate the absolute required skills from the nice to have list of skills

## 7 SALARY EXPECTATIONS

- Include a specific salary or salary range

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