



TEMPLATES FOR HIRING PROS

How to Write Great Job Descriptions That Land You Great Hires



INTRODUCTION



In the War for Talent, with all the job options out there, today's candidates are harder and harder to source and engage. That means your job descriptions for open roles at your company need to be on point, easy to digest and sell both the position and your organization!

With a good job title and description, you'll:

- 1 Make candidates aware** of your open jobs and your organization.
- 2 Target candidates right for the role** — and avoid the headache and time-consuming process of wading through unqualified resumes.
- 3 Maximize your recruiting budget** by attracting ideal-fit candidates and dissuading the less qualified from applying.
- 4 Avoid “Buyer’s Remorse”** from hires who regret coming on board, based on what they thought they knew about your company.



SECTION 1

Job Description Template

To drive interest, engage candidates and leverage your company brand and culture to encourage great candidates to apply, follow these guidelines. In short, **tailor the job description to both your target candidate and fit for your company culture.**

✓ JOB TITLE

Use real-life keywords like “Sales Executive,” “Human Resources Director,” “Social Media Specialist” or “Database Programmer” — this will help place your job opening in front of more job seekers.

Avoid using weak or eccentric keywords like “Guru,” “Superstar” or “Hero” — job seekers are less likely to use those in their search.

Tip:

Include specific keywords that can be easily picked by search engines and queries. For example, “SQL Database Programmer” or “B2B Social Media Specialist.”

✓ LOCATION OF ROLE

List city and state — and country, if appropriate.

Note if role is at **company headquarters**, **a division** or **overseas office**.

Tip:

Don't forget to play up a short commute, local transit options or Work From Home (WFH) policies.

✓ ROLE DETAILS

Describe how the role ties into your company mission and culture — this will help you attract candidates who will do well in your workplace.

Mention exciting or challenging projects candidates will work on — compensation alone is not enough to woo today's candidates.

Include links to videos that showcase the department or team the role reports to.

Tip:

When including role compensation, make sure it's competitive by checking average ranges on sites like Glassdoor.

✓ SHOWCASE YOUR COMPANY

Describe your company culture, benefits and perks — give candidates an idea what it's like to work at your organization.

Link to videos that **offer an “inside look” at your company culture.**

Link to great reviews of your company on Glassdoor.

Tip:

A Glassdoor Employer Profile offers easy-to-install widgets to highlight top reviews of your company.



Offer an inside look at your company culture.

✓ REQUIREMENTS

Provide minimum job qualifications and skills.

Be judicious—too many or an extensive laundry list may deter great candidates from applying (especially younger applicants like new grads.)

Link to relevant videos about the role, team or department.

Tip:

Clearly settle on your “minimum” and “preferred” qualifications. Candidates can view the latter as optional or a non-requirement, which can ultimately lead to lower-quality applications.

✓ HOW TO APPLY

Don't leave candidates guessing what to do next!

Include a button or link to your Careers Page, Applicant Tracking System (ATS) or email contact.

Ideally, **have only a single How to Apply flow**. The benefits include streamlined candidate experience, tighter candidate tracking and better ROI measurement.

Upon application submission, **point candidates to a formal Thank You page** and/or send a confirmation email acknowledging their action.

Tip:

Allow job candidates to opt-in to your talent networks – even if they aren't hired for one job, they may be right for another.



Keep description direct, short and simple.

✓ STYLE AND FORMATTING

Avoid dense, lengthy paragraphs.

Use bullet points.

Sprinkle in **subheads between sections** for easy scanning.

Tip:

You'll never go wrong keeping things **direct, short and simple** – especially for job seekers using their mobile devices to search for jobs.



SECTION 2

For Further Inspiration

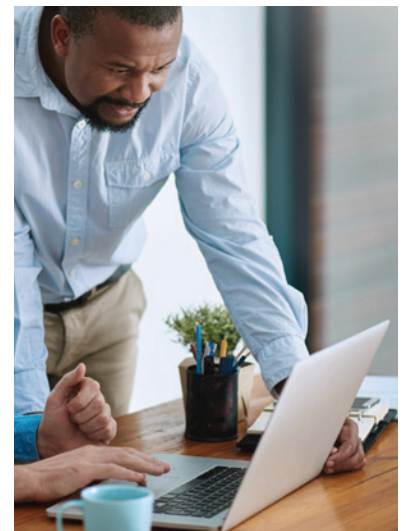


To fine-tune your job descriptions, you'll often find the best advice simply by checking the competition or seeing what's popular online.

1 Google the titles of your open positions to **learn how others position their roles.**

2 **Do competitive intelligence!** See what roles your nearest competitors are promoting and how they sell their culture and organization.

3 **See what jobs candidates are clicking on most** on your Glassdoor profile.



Winning Job Description

GLASSDOOR SALES ACCOUNT POSITION

☆ Account Executive

San Francisco Bay Area (Mill Valley, CA)

Apply Now

Real-Life Job Title

Location of Role

Easy to Apply Button Link

Job Description

Do you believe that work matters? Well, we do too. In fact, we obsess over helping people find jobs that are the right fit for them. **BECAUSE WHERE YOU WORK MATTERS!**

Glassdoor is looking for an experienced Account Executive who wants to jump in head-first and help build a pre-IPO startup experiencing explosive growth. You will directly contribute to the insane growth by calling on Small to Medium B2B corporations selling the suite of Glassdoor products.

If you're passionate about helping people everywhere find jobs and companies they love, and if you live to have fun, we want to talk to you!

Position Description:

We're looking for a dynamic, high performing sales people with 2+ yrs experience selling technology and/or services over the phone and via web-based presentations. The ideal candidate has a history of bringing on new business exceeding sales quote, loves the thrill of the hunt as a result of outbound prospecting and high activity metrics.

Your Day-to-Day:

- Research, identify, and tenaciously generate weekly new opportunities via the phone and web
- Methodically qualify, build, and manage an accurate sales funnel
- Strategically attack a sales funnel to close new business
- Maintain a high volume of activity including outbound calls, emails, and social selling in a transactional environment
- Skillfully deliver web-based presentations using inside sales best practices
- Exceed a quarterly and annual sales quota
- Thrive on change while remaining highly organized, optimistic, and coachable
- Drive to individually compete (and win!) while still being a fantastic team player

What You Bring to the Team:

- 2+ years of B2B inside sales or relevant experience selling over the phone/web
- Strong track record of achievement preferably selling B2B digital media or SaaS
- Previously trained in consultative / value based selling
- Technically savvy and specifically skilled in Salesforce.com
- HR or recruiting industry experience preferred
- 4 year degree from a great college or university

Why Glassdoor:

We truly believe that where you work matters and, as a career community, we know a thing or two about what makes employees happy. So join us on our mission — we intend to have a heck of a good time as we get there!

- Competitive salary
- Employee stock options
- Time off when you need it — unlimited vacation days!
- We pay 100% of employee insurance (medical/dental/vision/life) premiums (and 90% of dependent premiums)
- Free daily lunch with fully stocked break rooms with free food and drinks
- Dog friendly office (with a few dog-free zones if you are so inclined)
- Onsite yoga and meditation room
- Company and team volunteer days
- Mac or PC — you choose!
- Sunny Marin offices with waterfront views
- 3-Time Winner "Best Places to Work" in the North Bay, (2012, 2013 and 2014)
- Love the active life? We have company and team outings as well as an on-site gym, kayaks/standup paddle-boards, sports teams and more!

Role Details

Straightforward description connecting the role to your company mission and culture

Role Details

Describe exciting or challenging projects

Requirements

Provide minimum requirements without deterring potential candidates

Showcase Your Company

Describe your company culture, benefits and perks

Job Description Checklist

- Use **straightforward** job titles.
- Be succinct. Avoid long paragraphs, use bullets and add subtitles—**shorter is better for mobile**.
- Showcase your company** culture, benefits and how the role ties into your mission.
- Describe exciting projects candidates may work on.
- Link to videos and reviews** that describe your company, department or team.
- Include **How to Apply** instructions.



Top 5 Factors Job Seekers Consider Before Accepting a Job Offer:¹



- 1 Salary and Compensation
- 2 Career Growth Opportunities
- 3 Work-Life Balance
- 4 Location/Commute
- 5 Company Culture and Values

Source: ¹Glassdoor Survey, October 2014



About Glassdoor

With millions of company reviews, salary reports, interview reviews and benefits reviews on more than 700,000¹ companies worldwide, Glassdoor is a trusted and transparent place for today's candidates to search for jobs and research companies. Glassdoor helps employers across all industries and sizes advertise their jobs and promote their employer brands to a well-researched, highly selective candidate pool. By advertising jobs via mobile devices, email alerts and throughout Glassdoor, employers influence candidates at the moment they're searching jobs and making decisions. This results in more-informed candidates that require 50% fewer resumes to find a quality hire at a fraction of the cost of traditional job boards.

Post a job on Glassdoor, where millions of highly engaged job seekers research companies looking for their dream jobs.

[Post a Job](#)

To get involved in the conversation on Glassdoor and start managing and promoting your employer brand, email employers@glassdoor.com, call **(415) 339-9105** or visit www.glassdoor.com/employers.

For the latest in recruitment marketing tips, best practices and case studies, follow us on Twitter: [@GDforEmployers](https://twitter.com/GDforEmployers).