

8 Steps to Write a Great Job Description

One of the first steps in searching for an ideal candidate for a position in the company is creating a [job description](#). This is a vital HR role since it is through said descriptions that you can draw in the right people. As part of [HR planning](#), anything you come up with must be informative and specific. You have a duty to uphold the company's standards, after all, and this is just one way to do so.

What Does a Job Description Mean?

As its name suggests, a job description is an official narrative for a job position within a place of work. It contains details regarding the responsibilities and requirements of the job, along with details like the salary and schedule. Recruitment teams use this to give applicants an idea of what they are signing up for and are often presented in a checklist format. As a form of [hiring tip](#), these job descriptions serve as a guide for its readers to see if they have what it takes to apply for the job post available.

What Is the Purpose of a Job Description?

The main point of a job description is to provide an outline of the responsibilities expected from a job. When making a job description, use your [HR skills](#) to make it an enticing job to whoever reads it. It should make applicants want to come to your office and take the job. Before you start, plan out the outline so you can make it as well-written as you can. The job description is also used to set up an applicant's expectations, by showing how much is the compensation for their work and the scope of the responsibility that is assigned to this. The job description can also serve as a guide on [how to conduct an interview](#) with a candidate when they apply for the job.

Ways to Write a Job Description

If you are wondering on how to get started in making a job description, follow these suggestions:

Conduct a Job Analysis

To create a job description, take the time to analyze everything about the job. Plan out the qualifications required, the tasks assigned, as well as the compensation it will entail. It doesn't stop there; you will also need to determine the threshold of [employee](#)

[productivity](#) required for the day-to-day responsibilities of this job and the [hiring cost](#) of this job position.

Focus on the Job Title

The function of a job title is to describe a person's job position in a few words. The basis of a job title would be words that state the exact work the person does. For example, most managerial positions have the job titles 'manager', 'chief', or 'head'. Make sure that the job title isn't vague or a non-indicative name. For example, if you are hiring a chef who is also in charge of a team of kitchen staff then you may use the job title 'Head Chef'. Job titles also serve as an indicator for the level of the hierarchy of the position in the company. When making a job title try to make sure it is short enough that it would fit in a business card or a work ID.

Write a Short and Engaging Summary of the Job

Rather than make an applicant read through the job description right away, it will be a lot better to make a summary of the job that is available. That way, an applicant can check the summary, see if it is a job that is right up their alley, and continue reading the whole thing. When writing the summary try to make it engaging, while it is important to give an accurate description of the job opening try to avoid giving a robotic tone to the writing of the summary. You want to make it enticing so that applicants can be drawn to the job you are hiring out for.

Specify Responsibilities and Duties

Give an idea of what the applicant will be doing once they get hired by writing down the duties and responsibilities. This is commonly done by listing out the day-to-day tasks as well as other things that must be done to achieve employee productivity. Make sure they are all accurate and not written in a vague manner. It is vital that you specify the duties and responsibilities so that you can properly set up the standards of the company as well as communicate expectations with applicants who will read your job description.

Set Performance Standards

This is in order to set up what you will be expecting from an applicant once they start working for the company. It is important that these performance standards are up to date. So before adding this to your job description take a look at previous reports on the performance of those who previously did the job you are hiring out for now. You can set performance standards by mentioning the [HR metrics](#) that are used for the work output such as quality scores and sales targets for example. That way, applicants who read your job description can determine if they are cut out for the job.

Include Qualifications and Skills

In order for your readers to know whether they can do the job or not, including the qualifications and skills required for it. This also allows you to draw in the right amount of applicants for the [selection process](#). Examples of qualifications would commonly be educational attainment like a college degree, registered licenses like a doctor's license, and previous work experiences. As for skills, it always varies depending on the job. However, common examples include computer literacy and proficiency in the English language.

Be Interactive and Innovative

When making your job description it is important it doesn't come off robotic and transactional. If you can come up with ways to make your job description more fun and enticing, then you can certainly add it in. Most of your readers have been browsing through several job descriptions and are tired of the same usual ones, so if they see yours and it is different from the rest then it will certainly get their attention. Try to write your job description as if you were having a conversation with your reader, that way it will feel interactive. This can also project a sense of welcome towards applicants that will encourage them to try their luck with your company.

Include the Benefits Provided

Benefits are one of the ways a company compensates its employees and also a great way to draw an applicant in. This is why it helps make your job description more appealing when you include the benefits provided. Some ways you can write the benefits in is by listing them down or making a summary. Either way, try to use words that will make the benefits look enticing and worth the applicant's attention.

For a more streamlined selection process, it is vital to create a well-written job description. Make it engaging and informative to [onboard applicants](#) who will be enthusiastic about the job you have to offer. Fill in those job openings and get the whole operation in your company running smoothly once they are hired.