

## How to write a great Job Description to attract the right candidates

Getting your job description right first time is incredibly important in attracting the right candidates for your business. If you are using online platforms to advertise your job vacancy, remember that your advert is going to be placed and pitched with many others within the same or similar sectors and so the need to make yours stand out for all the right reasons is paramount.



### What needs to be considered?

Firstly, the **Job Title** needs to be right. This sounds obvious doesn't it? But in the web savvy culture we now enjoy, the job title key words become one of the most important aspects of the whole job description. Get this wrong and your job advert will be at the bottom of any listings, get it right and your job description should be being viewed by the right sort of candidates looking specifically for that type of role.

Think of it as optimising your Job Description. Use key words which are common to your industry, in the same way that you might optimise a web site: optimise your Job Description.

Good key word examples: Account Manager, Trainee Bar Manager, Senior Tax Planner, PA to Board Director, Digital Marketing Support Assistant, Customer Service Director, Part Time Delivery Driver

These are good because they are descriptive, concise, searchable, common and identify the level of seniority on offer

Steer away from non-descriptive terms such as: Planner, HR Guru, Executive, Stores, Assistant,

Capitalise your job title, don't use all lower case, it looks unprofessional. Try to use 80 characters or less. If you have a strong brand name, use it within the title, but not as the title. Steer away from industry jargon.

Highlight the **Job Benefits**. Be clear and upfront about the benefits that you are offering to prospective candidates. Bonus schemes, paid breaks and health insurance are highly ranked and attractive to applicants. |

It is a competitive job market, do your homework about your industry standard offering if there is one, can you offer more without detriment to your business? How about a paid day off for birthdays, or free meals at work? These are perks that could mean the difference in attracting applicants to your job advert. Do you have any cultural benefits to highlight? What is the ethos of your company? Is it stand out and attractive to applicants? What career development prospects and learning opportunities are there at your company?

Can you offer flexible working, this is a highly sought after benefit and allows you to tap into a bigger pool of candidates some for whom flexible working opportunity is essential.

**Salary negotiable or fixed?** Be clear about what you are offering and how your choice of wording will affect the outcome.

**A negotiable salary** shows that you are flexible and able to consider each applicant as an individual but could make candidates nervous if they don't know what the general ball park figure is.

**A fixed salary** could be industry standard or company policy and this is where the benefits on offer can add real value.

The **Job Description**: consider this to be your sales pitch to potential candidates.

An honest, appealing and informative description is essential and should reflect the following:

- ◆ Your company's mission, vision and values – 2-3 sentences maximum.
- ◆ Precisely what your company does – clear and concise.
- ◆ Precisely what the job on offer entails – you will be responsible for.....
- ◆ What sort of experience required by the candidate for the position
- ◆ Any technologies, skills or qualifications that the candidate must possess



And finally a **Call to Action**. How should the candidate respond to you with an application?

Include an email address and telephone number. Consider inviting questions prior to application.

State if CV's are acceptable or whether an application form must be filled out, provide a clear link to the application form, allow the candidate to download it and send it in by email.

