

4 simple steps to writing a job description

To begin your recruitment process in the best possible way, you need to have an informative and precise description of the role.

It should be easy to understand where the desired person will fit within the company hierarchy and what skills & competencies they need to perform the role.

Step 1: Job Title

The job title should accurately reflect the nature of the job and the duties being performed. Make sure you follow these tips:

- ♥ Be careful not to exaggerate the importance of the role
- ♥ Ensure the title is free of gender or age implications
- ♥ Feature a keyword within the title (in most online job searches, the job title is the main keyword searched)

An example of a good job title is 'Parking Inspector'. An example of a bad job title for the same position would be 'Council Enforcement Officer'. This title gives you no indication of what is being enforced. In this case, the word 'parking' would be a mandatory requirement in the job title.

Step 2: The Role

This should include a list of duties and responsibilities that the candidate will undertake. They will vary in length, but as a rule, should be as short as possible, otherwise the document becomes an operational manual rather than a job description.

Be precise. For example, 'Answering phones and typing company letters' is clearer than 'general office duties'.

It is also useful to include who the candidate would report to within the company, this helps to give an insight into the hierarchical structure of the organisation and how their position fits into it.

Step 3: Skills & Experience

This part needs to describe what skills & activities the candidate can perform based on what they have learned in their past experience. If any specific qualifications are required for the role you should state this here to avoid any unsuitable applications.

Step 4: Salary & The Benefits

Here's where you need to sell your company! Many businesses now have a range of perks or benefits in order to attract the best candidates. You should briefly tell the applicant why they should work for your company and how they will benefit.

Remember, the more accurate you can make the job description, the more useful it will become in the future!