



Job Descriptions

Made Simple



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Level up your Job Descriptions

Here are 5 expert tips to enhance your existing job descriptions:

1. Job Title:

Job titles should accurately reflect the role responsibilities and include industry keywords for niche reach and broader keywords for a larger reach (i.e. Director of Truckload Operations vs. Director of Operations).

2. Company Description:

Highlight company culture and work environment to showcase company values and attract candidates who align ethically by showcasing your company mission and purpose.

3. Company Selling Points

Weave company selling points throughout the document to create awareness for additional perks and offerings by mentioning career paths, learning programs, and professional development to attract candidates seeking long-term growth.

4. Responsibilities & Requirements:

Use the responsibility section to clearly define the main duties and goals of the position and to paint the picture of the day-to-day role. List out necessary skills and keywords under requirements to specify realistic expectations and desired experience.

5. Language:

Keep the responsibilities and requirements focused on skills to attract a diverse range of candidates by using inclusive and unbiased verbiage.



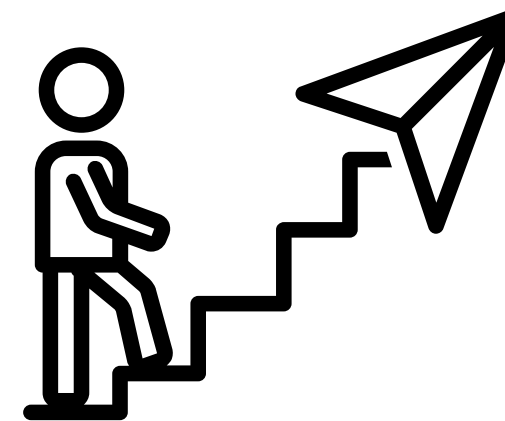
Determine The Right Title

Your Job Description starts with a position title that accurately reflects your job's roles and responsibilities.

The title shouldn't be overly wordy or complicated, but it should include keywords that align with the job seekers search. For example, a "Manager of Operations" will attract candidates from all industries and verticals vs. a "Manager of Supply Chain Operations" will attract talent that want to use this learned skill set and expertise in their next role.

It's also important to think about the **LEVEL** of the role and where this position falls within the chain of command. Who do they report to? Do they have direct reports?

What is the **LEVEL** of this role?



- Independent Contributor
- Team Lead/Supervisor
- Manager
- Director
- Executive (VP, President)
- C-Suite



Highlight Company Mission & Values



The job description is often your “first impression” for the candidate so use this as the opportunity to share your company mission and values to help a candidate identify alignment between your values and their own.


This section of the job description allows you to highlight why you value new hires and how you plan to invest in their development. Making your company sound attractive is essential because if you don’t get it right, the best talent will either stick with their current job or turn to a competitor. Knowing what candidates look for in an employer will help you attract the best ones to join your organization.

Culture fit is one of the most important factors employees consider when choosing a new employer and taking on a new role. Keep that in mind when you're drafting a job description and take advantage of the opportunity to show off your company culture!

Incorporating mission & values into a job description

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It's hard to promote your company in just a few sentences, but it can be done! Here are some tips for how to communicate what you stand for in a short paragraph.



1. What does the company do?
2. Company values/mission and how those tie to the role and business overall.
3. Why is the company special? (stable, leadership, been around since 1984, known brand, reputation, well-known clients, etc.)
4. Perks and why employees like working there and additional selling points.
5. Wrap up with what makes this company right for the candidate.

Ex: (1) CS Recruiting is a leading recruiting firm within the Supply Chain, Transportation, and Logistics industry focusing on making an impact on both our candidates and clients throughout North America. (2) We strive to make meaningful connections to empower and inspire others to discover their full potential. Our core values drive our business and internal decisions, making us an excellent partner to guide career moves and company hiring, as well as an Inc. best Place To Work. (3) Our Team members are our number one asset, so we offer career growth based on your strengths, learning & development, a flexible schedule, and of course our annual retreat! (4) If recruiting is your passion and you'd like to be part of a close-knit team, we're the right place for your career path.

Play up Company Selling Points

No company is perfect, but it's important to know where you shine and where you fall short so you can promote your opportunity in the best light. Consider these categories to determine the areas where you are strongest and highlight these as selling points in the job description.

Company Culture

- ✓ Work-life balance
- ✓ Recognition
- ✓ Clear mission & values
- ✓ Trust
- ✓ Peer Connection
- ✓ Challenges
- ✓ Environment
- ✓ Interview Experience

Company Brand

- ✓ Reputation
- ✓ Financial Stability
- ✓ Company Size/Revenue
- ✓ Employee Turnover

Company Attributes

Our People

- ✓ Quality of leadership
- ✓ Peer quality
- ✓ Reputation of team
- ✓ Company communication style

Career Opportunity

- ✓ Promotions
- ✓ Career development
- ✓ Flexibility
- ✓ Training & development

Compensation

- ✓ Salary
- ✓ Raises
- ✓ Retirement plan
- ✓ Bonuses

Benefits

- ✓ Insurance
- ✓ PTO
- ✓ Holidays
- ✓ Additional Perks

Use The Right Language

As humans, we all have subconscious biases and may unknowingly include words that may discourage or encourage specific demographics. Avoid using the words listed below that may attract a specific gender.

Male-gendered Words

Active - Adventurous - Aggressive - Ambitious - Analytical - Assertive - Arrogant - Athletic - Autonomy - Boast - Brave- Challenge - Competitive - Confident - Courageous - Decide - Decisive - Determine - Dominant - Dominative - Force - Greedy - Headstrong - Hierarchy - Hostile - Impulsive - Independent - Individual - Intellectual - Leader - Logic - Masculine - Objective - Opinion - Outspoken - Persist - Principle - Reckless - Stubborn - Superior - Self-confident - Self-sufficient - Self-reliant - Tough

Female-gendered Words

Affectionate - Childish - Cheerful - Committal - Communal - Compassionate - Connectful - Considerate - Cooperative - Dependent - Elegant - Emotional - Empathetic - Fememinie - Flatterable - Gentle - Honest - Interpersonal - Interdependent - Kind - Kinship - Loyal - Modesty - Nag - Neat- Nurturer - Pleasant - Polite - Quiet - Respon - Sensitive - Submissive - Supportive - Sympathetic - Tender - Together - Trust - Understanding - Warm - Whim - Yield

Lean into using inclusive terms to appeal to all demographics and eliminate bias in the process.

Inclusive Terms

- | | | |
|-------------------|------------------------|------------------------|
| • Able | • Health | • Skilled |
| • Accountable | • Imaginative | • Socially responsible |
| • Adaptable | • Innovative | • Team Member |
| • Capable | • Intuitive | • Thoughtful |
| • Collaborative | • Motivated | • Trustworthy |
| • Creative | • Multitasking | • Up -to - date |
| • Curious | • Open - minded | • Wellness program |
| • Detail Oriented | • Oriented | |
| • Developer | • Organized | |
| • Ethical | • Plans for the future | |
| • Excellent | • Progressive | |
| • Experienced | • Resilient | |
| • Flexible | • Resourceful | |
| • Focused | • Self- aware | |
| • Hardworking | | |

Identify The Right Skills

Job seekers determine if they're right for the role based on the skills they possess and what is required in your job description. Skills can be broken down into three categories: Soft Skills, Hard Skills and Industry Specific Skills. Get familiar with the terminology and know when and how to use these words throughout the job description.

How to use SKILLS in a job description.

Job Overview:

Nuts and bolts of the role and how it fits within the organization

Responsibilities:

Main duties and expectations of the role

Required Qualifications:

What skills and requirements are needed for the role?

Soft Skills / Personal Characteristics

- ✓ Personality Traits / Personal Attributes that impact the way you work.
- ✓ Very transferable.
- ✓ Most hiring decisions are made on soft skills!

Hard Skills / Technical Skills

- ✓ Learned skills, technical requirements, job responsibilities, and competencies necessary to complete the work.
- ✓ Verifiable experience or accomplishments.

Industry Specific Skills

- ✓ Niche skills or subject matter knowledge specific to industry or vertical.
- ✓ May be actual "skills" or keywords/industry terminology.

Identify The Right Skills

It's up to you to highlight the most important skills required throughout the job description. If you don't know where to start, review the list below to spark inspiration. It's important to include both soft skills and hard skills to promote the desired personal attributes and required technical learnings and capabilities for the position.

Soft Skills

These are personality traits and attributes that impact the way you work.

- | | | |
|--|--|---|
| <ul style="list-style-type: none">• Administrative Skills• Agile• Ambitious• Analytical• Brainstorming• Charismatic• Coaching• Collaboration• Compromise• Conflict Management• Conflict Resolution• Constructive Feedback• Consulting• Coordination• Creative• Critical Thinking• Cultural Awareness• Customer Service• Curious• Decision Making• Delegation | <ul style="list-style-type: none">• Dependable• Designing• Detail Oriented• Driven• Empathetic• Focus• SFlexible• Honest• Independent Worker• Initiator• Innovative• Insight• Intelligent• Intercultural Communication• Interpersonal• Intuitive• Motivated• Negotiation• Networking | <ul style="list-style-type: none">• Open Minded• Organized• Patience• Persistent• Personable• Professionalism• Reliable• Research• Resilience• Respect• Responsible• Results-driven• Self Discipline• Strategic Thinking• Team Oriented• Verbal Communication• Willingness/Ability to Learn• Written Communication |
|--|--|---|

Hard Skills

These are learned skills, technical requirements, and competencies necessary to complete the work.

- | | | |
|---|---|--|
| <ul style="list-style-type: none">• Adobe• Agile Methodology• ATS• AutoCAD• BlockChain• Budgeting• B2B Sales• Cloud Computing• Cold Calling• Computer Skills• Computer Systems• Content Management• Content Strategy• Copywriting• CRM• Data Analysis• Data Entry• Database Management• Editing• Email Marketing• Excel | <ul style="list-style-type: none">• Foreign Languages• Gap Analysis• Gmail• Google Analytics• Google Docs• Google Sheets• Google Suite• Grammar• HTML• Industry Knowledge• Interviewing• Keynote• Machine Learning• MS Office Suite• Network Administration• Operating Systems• Performance Tracking• PowerPoint• Programming | <ul style="list-style-type: none">• Project Management• QuickBooks• Research• RestAPI• Risk Analysis• Scheduling• Selling• SEO• SharePoint• Social Media• Statistical Analysis• Supply and Demand• SQL• Systems Analysis• TMS• Web Development• WMS• Word• Visio |
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Job Description Basics

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★ **Building Your Job Description:** List out your basic details (title, reporting structure, location, and job level). Once you have those vital details, think about why this role is open and what the purpose of this position is to develop the responsibilities, requirements, and compensation range.

Questions to develop your job description:

- ☒ What is the title of the role that best fits the position?
- ☒ Who will this role report to?
- ☒ Will this role be hybrid, remote, or on-site?
- ☒ What is the seniority level of this role?
- ☒ Why do we need this role?
- ☒ What purpose will this role serve our company?
- ☒ What are the core responsibilities based on the purpose of this role?
- ☒ What is required of this person in order for them to be successful in this role?
- ☒ What is the appropriate compensation for this position given the responsibilities and requirements?

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