

## Next Phase Guide to Writing an Effect Job Description

An effective job advertisement should provide enough detail for candidates to determine if they're qualified for the position.

### Job Title

- Make your job titles specific. Targeted job titles are more effective than generic ones, so be precise by including key phrases that accurately describe the role.
- Avoid internal jargon that may confuse the job seeker.
- Keep the job title concise.

### Job Summary

- Open with a strong, attention-grabbing summary which provides an overview of your company and expectations for the position.
- Hook your reader with details about what makes your company unique. Your job description is an introduction to your company and your employer brand. Include details about your company culture to sum up why a candidate would love to work for you.
- Include details about works hours/environment.

### Responsibilities and Duties

- Outline the core responsibilities of the position. Make sure your list of responsibilities is detailed but concise.
- Highlight the day-to-day activities of the position. This will help candidates understand the work environment and the activities they will be exposed to on a daily basis.
- Specify how the position fits into the organisation. Indicate who the person reports to and how they will function within your organisation.

### Qualifications and Skills

- Include a list of hard and soft skills; including education, previous job experience, certifications and technical skills required for the role. You should also include soft skills, like communication and problem solving, as well as personality traits that you envision for a successful employee.
- Keep your list concise as including too many qualifications and skills could dissuade potential candidates.

### Salary and Benefits

- Include a salary range as quality candidates look for opportunities that meet their salary needs.
- List out your top perks and benefits. Encourage more people to apply by sharing the attractive rewards and benefits you offer your employees, such as:
  - Unlimited holiday
  - Flexible hours
  - Holiday days
  - Healthcare
  - Gym membership