

Our guide to...

Writing the perfect job description

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1. Introduction to the business

When job seekers are actively searching for a new role, they'll be considering lots of jobs every day. What makes a role truly different, is the business. As the biggest differentiator, you should start your job description with an introduction to the company. This allows you to communicate what makes the position unique from the very beginning.

- First, consider why your business is an exciting one to work for. Think about why others have joined the company, for example. This should form your opening sentences.
- Then, give a broader description of the current position of your business. For instance, you could include details about...
 - Company culture
 - The success you've already seen
 - How you stand out from your competitors
- Close this section by thinking ahead to the future...
 - What direction is the company heading in?
 - What are your growth plans?
 - How will this job role contribute to them?

2. Overview of the team

Next, describe the team that the role will be joining.

- First, detail the current team structure and growth opportunities for the team as a whole and individuals. Including information about recent or upcoming promotions shows investment in your team and is an important detail that's often overlooked...
 - You should also include career backgrounds of individuals to give prospective candidates a clearer picture of who they'll be working with.
- Next, explain where the new position will sit within the team...
 - Who will the role be reporting into?
 - Will they will have someone reporting into them?
- Lastly, detail who else the person can expect to work with outside of the team. If they'll be expected to have regular communication with the C-suite, for instance.

3. Overview of the role

Moving on to the job itself, you should include a brief overview of the role before getting into the details. This section will be selling the job to candidates. Make sure to hook people in from the start.

- Make your introduction to this section exciting, including an insight into the opportunity for personal and professional growth
 - Think about how the role will propel someone to the next stage in their career
- This section should also clearly explain why you're hiring for the job.
 - Is it newly created?
 - Or will they be replacing existing headcount?
- Think about how this role will contribute to the success of the business and the team.

4. Responsibilities

Next, you should list the role's daily responsibilities.

- To make this section engaging, we recommend telling a story. For example, opening with "What does an average day/week look like for 3Search's Marketing Manager" can be really effective.
- Include as much detail as possible and the results you expect to see from these activities. This document should be exhaustive in order to align everyone on the parameters of the job and the impact it will have on the business.

5. Requirements

The requirements section might include information, such as:

- Soft and technical skills
- Career history
- Language
- Location
- and more...
- As above, you should be as specific as possible with the skills and experience you require for the position. However, when it comes to these requirements, you should prioritise what you're looking for. Decide which elements are essential and which are "nice-to-have"s. Listing too many requirements will rule top talent out of the process too early.
 - When speaking to employers about their job descriptions, we often recommend only highlighting one or two essential requirements.

6. Compensation package and benefits

Last, but by no means least, your job description should include details around the compensation package on offer.

- First, clarify the salary range for the position and other perks that your company offers.
- Next, include details outside of your traditional compensation package, including...
 - Hybrid-working policy
 - Employer value proposition (EVP)
 - Company culture
 - Learning and development opportunities (L&D)
 - Promotional opportunities

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