

# Direct Hire Associates

## Building a Better Job Description

### Attracting the most talented professionals

An effective job description acts as a marketing piece for your company; it establishes who you are as an organization and helps attract exceptional people. Take the time to develop a description that encompasses not only the requirements, but also the vision of the organization as well as the long-term potential of the position.

#### **Don't overlook the majority of your audience**

Job descriptions are all too often written to quickly attract the best unemployed candidates in the shortest period of time. However, what you need to realize as you conduct your search is that even with the projected 8-10% unemployment rate for 2010, 90% of your audience will be currently employed.

Recent estimates indicate 35-45% of employees are not content in their current roles. These are the people you are trying to attract. However, do not assume that a high percent of discontent employees means that any of them will apply for your job. The process of changing jobs is stressful, and stressful situations are typically met with avoidance. In other words, they may not be happy, but they don't necessarily want to seek a new job. Your job description must be thoughtful and compelling enough to entice employed professionals to reach out and proactively pursue your opportunity.

#### **Write it right**

- Make certain that the technical aspects of the job description are correct and effectively communicated to potential employees. Always have these sections written by the current or previous person in the job and include input from the position's manager.
- Whether your business has a 55 person marketing department or your entire company is only 15 people, make sure you gather input about the scope and appeal of the position. However, be cautious not to oversell the role.
- Write it beyond the bullet points. There are always other companies in your market that do what you do; your job description must demonstrate what makes your organization unique.
- Don't be afraid to be creative. At the end of the day it's the people and corporate culture that will attract like-minded individuals to join and remain committed to your organization.

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