

Direct Hire Associates

Building a Better Job Description

Attracting the most talented professionals

An effective job description acts as a crucial marketing piece for your company. This document establishes who you are as an organization and helps attract exceptional people. Your company should take the time to develop a description that encompasses the technical requirements, the vision of your organization, and the long-term potential of the position. An effective description will always answer the potential candidate's question, "Why should I leave my current company to join yours?"

Don't overlook the majority of your audience

Job descriptions are often thrown together as an afterthought to attract the best of the unemployed or actively seeking candidates available in the market. However, the fact is, even with a 10% unemployment rate, 90% of your audience will be currently employed and not necessarily seeking a different position: this leads you to the ideal "passive job seeker".

Recent estimates indicate 30-40% of employees are not content in their current roles. These are the potential candidates who do not *need* a new job, but may be open to hearing about a better one! However, do not assume that a high percentage of these employees will apply for your job; they are too busy in their current role and have no time to look at job boards? The process of changing jobs is stressful, and stressful situations are typically met with avoidance. In other words, an employee may not be happy, but that doesn't necessarily mean that they want to actively seek out a new position. Your job description must be compelling enough to entice employed professionals to reach out and contact you. The largest companies have a perceived advantage while recruiting because they have a recognizable name. Small to medium sized businesses need to deploy a creative, passionate and detailed job description to compete for the same talent. Good people are always hard to recruit in good economic times as well as in bad.

Write it right

- Be certain that the technical aspects of the job are correct and effectively communicated in the job description. 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 a company of only 15 people, make sure you gather input about the scope and potential appeal of the position. It is important to set expectations appropriately.
- Expand beyond just 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 is your people and culture that will attract like-minded individuals to commit to your organization.

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