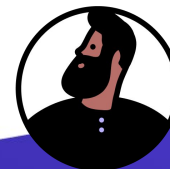


ContactOut 



Writing Job Descriptions

The Definitive Guide



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We plan to update this resource regularly. Share your feedback or suggestion [here!](#)

Introduction



What is this lesson about?

This guide is all about crafting effective, inclusive, and compelling job descriptions that not only detail the role but also sell your company as an ideal place to work.



What will you learn at the end of this guide

- The importance of job descriptions
- Steps to create a standout job description
- Examples of effective job descriptions
- Resources for further exploration



Why is it important?

A well-written job description is your first opportunity to make a positive impression on potential candidates. It helps attract the right talent, sets clear expectations, and promotes inclusivity.

Here's the step-by-step on how to do it:

The Role of Job Descriptions

Job descriptions are a company's pitch to potential candidates, they:

Set Expectations:

Clearly outline the role, responsibilities, and what the company expects from the candidate.

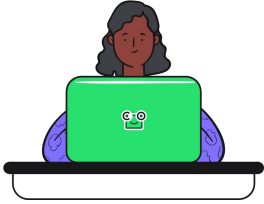
Showcase Culture:

Through the tone and language used, job descriptions can give insights into the company's work culture.

Initiate the Candidate's Journey:

A well-crafted job description can make candidates visualize themselves in the role, setting the stage for their journey with the company.





1. Title Accuracy

Why is it important:

The job title is the first thing candidates see. It should give a clear indication of the role and level of seniority.

What to do

- Avoid jargon or overly creative titles.
- Instead, be specific about the role and, if applicable, the technology stack or department (e.g., "Senior Backend Engineer" instead of just "Engineer").

2. Compelling Opening

Why is it important:

First impressions matter. An engaging introduction can captivate potential candidates right from the start.

What to do

Highlight what's unique about your company, its mission, and the role's impact. Mention any significant achievements or recognitions your company has received.





3. Role & Responsibilities

Why is it important:

Candidates need to understand what's expected in the role and what their day-to-day will look like.

What to do

- List primary duties in bullet points.
- Describe both strategic and tactical responsibilities. Mention any teams or departments they'll closely work with.

4. Skills & Qualifications

Why is it important:

This helps candidates self-assess their fit for the role.

What to do

- Differentiate between "must-have" skills and "nice-to-have" skills.
- For technical roles, specify any required technologies or methodologies.

5. Company Information

Why is it important:

Candidates want to know about the company's culture, values, and growth potential.

What to do

- Briefly describe the company's mission, work environment, and unique selling points.
- Highlight any awards, recognitions, or notable projects.

6. Salary & Benefits

Why is it important:

Compensation and benefits are significant deciding factors for many candidates.

What to do

- If possible, provide a salary range.
- Highlight key benefits, such as health insurance, retirement plans, professional development opportunities, and unique perks like remote work or flexible hours.



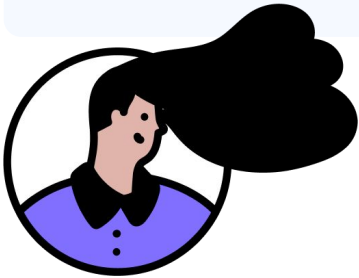
7. Formatting

Why is it important:

A well-structured job description is easier to read and understand.

What to do

- Use clear headings, bullet points, and bold text for emphasis.
- Ensure consistent font styles and sizes throughout.



8. Length

Why is it important:

Too long can be daunting, and too short might not provide enough information.

What to do

- Aim for a sweet spot where you provide all necessary information without overwhelming the reader.
- As a general guideline, 700 to 2,000 words is a good range.

Next Steps

1. Review and Update

Review and update job descriptions regularly to ensure they remain relevant.

2. Test with your audience

Test different formats and styles to see what resonates most with your target audience.

3. Feedback Loop

Seek feedback from current employees, especially those in the role you're hiring for.





Here are some examples

Sample job description from Kloud.io:

- **Opening:** "Work for a company that makes work easier for everyone. Kloudio helps democratize data access for organizations, empowering teams to make data-driven decisions."
- **Mission & Achievements:** "We've partnered with industry giants like Netflix and Rakuten, but at our core, we're still an agile, early-stage startup."
- **Role Highlight:** "As a Senior Backend Engineer, you'll be at the forefront of our data integration efforts, working closely with our product team to craft seamless data experiences for our clients."

Sample job description from Socratic:

- **Opening:** "Socratic is on a mission to redefine task management for modern teams. We believe the current tools just don't cut it, and we're here to change that."
- **Mission & Achievements:** "We're building a Jira-killer, a tool that unifies task management with performance intelligence. Our founders have a track record of successful exits and deep startup experience."
- **Role Highlight:** "Join us as a Front-end Developer and shape the user experience of our platform. You'll collaborate with designers and backend engineers to bring our vision to life, ensuring a seamless and intuitive user journey."

An example by CoScreen

CoScreen's "Roles and Responsibilities" section



WHAT YOU WILL BE DOING

You will be the newest member of a dynamic team working to build and design the CoScreen client. You will be expected to work directly with our Product Managers, Designers, and QA, implementing frontend functionality following the design from our top notch UI/UX team, while producing quality documentation and unit tests.

You will also be a forward thinking individual, with UX experience of your own, who will be able to absorb design materials, review and insure compliance of newly created UI and product features, and help enforce a tradition of consistent and understandable user experience throughout the product.

Individual responsibilities will include:

Improving on and maintaining a design system for our product, iterating over core features.

Implementing new frontend functionality.

Writing tests, doing regular code reviews, and working closely with QA in seeing features through to production.

Monitoring code in production, and measuring its usage by customers. Continually striving to improve customer experience.

Key Takeaways

Conclusion

Remember, the goal is to attract the right candidates and make them excited about the possibility of joining your team.

So, put in the effort, be genuine, and happy recruiting!



Further Resources

 **[11 Tips For Crafting Highly Effective Job Descriptions](#)**

 **[Webinar: How To Write Inclusive Job Descriptions](#)**

For small agile teams:

 **[A Guide To The Essentials Of Writing Job Descriptions For Startups](#)**

 **[Write Great Tech Job Descriptions For Early Stage Startups](#)**

 **[12 Job Description Templates That Will Help Hiring In 2023](#)**