Crafting Inspiring Job Descriptions

The Definitive Guide

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Introduction

What's this all about?

A job description is more than just a list of tasks and requirements. It's the first impression a potential candidate gets of your company.

A well-crafted job description can be the difference between attracting a passing browser and securing a top-tier candidate. It reflects your company’s values, culture, and vision.

Let's dive into 15 standout job descriptions that you can draw inspiration from!
The 15 Inspiring Job Descriptions

1. Microsoft's Account Executive Role (1/2)

A dynamic blend of role clarity, location flexibility, and a touch of the company's innovative spirit.

Source
The 15 Inspiring Job Descriptions

1. Microsoft's Account Executive Role (2/2)

A dynamic blend of role clarity, location flexibility, and a touch of the company's innovative spirit.

Source

ContactOut®

Industry/leading healthcare
Savings and investments
Giving programs

Educational resources
Parental and paternity leave
Opportunities to network and connect

Discounts on products and services
Generous time away

4

Do you love working with startups to achieve their business outcomes? The Account Executive (Startups) is leading and orchestrating the One Microsoft team's efforts to drive ambitious growth and wins with startups on the Microsoft Cloud Platforms. With the aid of all best-in-class sales processes, techniques, and technologies, you'll be empowered to shape relationships for a strategic set of Microsoft's startups. You will serve as the point of contact for the startups across engagements helping to drive Microsoft's existing cloud & enterprise consumption. This senior role will partner closely with our Microsoft for Startups teams and programs as well as additional members in Engineering, Marketing, Partners, Finance and Legal, Business Development, across Microsoft.

This is a unique opportunity for a builder, customer-oriented, strategic thinker to help identify unique prospects and execute Microsoft cloud deals that drive significant publically, competitive share, and revenue for the Microsoft Azure platform. This team at Microsoft is at the leading edge of our business and one of the fastest growing and most exciting groups in the company. We operate as a "startup" within Microsoft and the team driving this initiative is incredibly entrepreneurial and high-performance. Senior leaders across Microsoft are making an incredible commitment to this initiative and we are rapidly scaling this program, looking for new leaders to join our rapidly expanding team.

Responsibilities

Growth & Transformation Business Leader and Startup Advisor:

- Proactively engage with the startups and Digital Customer Success Managers to accelerate revenue growth, drive business outcomes, while the goal of helping startups realize their full potential.

Trusted Advisor:

- Earn and maintain trust with startup founders by understanding their needs and addressing them with the right Microsoft solutions, operating with high empathy for founders to build mutually winnable scenarios for startups as well as Microsoft.

Deal Negotiator and Closer:

- Lead negotiation with existing startups in init to long-term planning to form a strategically contracted deal. Engage and negotiate internally with key stakeholders (e.g., product, engineering, finance, legal, sales, marketing) to move opportunities forward with. Coordinate with all necessary internal stakeholders in the deal to ensure that the deal is closed successfully and in a compliant manner.

Stakeholder Management:

- Ensure high potential startups have access to the right resources across Customer, Architect, Engineering, and Product Groups.

Senior Sales Leader:

- Ensure each startup has a valuable and strategic relationship with Microsoft driving business growth and transformation through strategic thinking, sales execution, and influence.

Strategic Thinker and Market Expert:

- Accountable for identifying growth opportunities with high potential startups leveraging deep domain/industry knowledge to develop creative and innovative solutions for startups to improve optimization and value creation. Proactively demonstrates thought leadership, opportunities for improvement, best practices, and levers internally and externally as appropriate.

Other

- Embody our culture and values.

Benefits/Perks listed below may vary depending on the nature of your employment with Microsoft and the country where you work.

- Industry/leading healthcare
- Savings and investments
- Giving programs

- Educational resources
- Parental and paternity leave
- Opportunities to network and connect

- Discounts on products and services
- Generous time away

*SAECS&Care

Additional or Preferred Qualifications:

- Master's Degree in Business Administration, Finance, Computer Science, Law, or equivalent field. P&L experience in business development, technical sales, consulting, or marketing
- OR equivalent experience
- Experience working in a matrix organization, preferably in the technology industry
- Experience working within, or demonstrating empathy and passion for, the startup ecosystem
- Desire to work on a diverse team and perpetuate a culture of inclusion
- A deep understanding of the startup market in your respective market
- Deep understanding of cloud infrastructure and services (infrastructure, applications, Data, Artificial Intelligence, and Cybersecurity)
- Preference experience in Power Platforms and Microsoft Teams.
- An ability to speak and engage effectively with leadership from different industries as well as first time founders
- Preferred experience in a startup, founding member Cloud infrastructure solutions sales leadership.
- Sales results-oriented with excellent attention to detail and organizational skills
- Experience working in a rapidly evolving environment with multiple variables in play
- Strong written and verbal communication skills where you are equally comfortable interacting across all levels of an organization
- Master's Degree or equivalent industry experience
- Strong experience in the technology space

 fluent Danish or Finnish is a must.
The 15 Inspiring Job Descriptions

2. Canva's Experiential Marketing Manager

Direct and engaging, it grabs attention from the get-go, showcasing the company’s vibrant culture.

Source
The 15 Inspiring Job Descriptions

3. GitLab’s Product Design Manager

Personalized with the use of ‘you’, making the candidate feel valued and included. It encourages job seekers to envision themselves in the role and see if it’s the right fit for them.

What you can expect in a Product Design Manager role at GitLab:

- You’ll advocate for good product design practices, ensure the visibility of product design across functions, create space for collaboration, and develop a deep level of subject matter expertise in the product areas your reports are operating in.
- You’ll work with your direct reports to build out a UX strategy for the Manage stage that aligns with our mission, vision, strategy.
- You’ll approach management in a way that is informed by our view on what is required of a Manager at GitLab. We default to asynchronous communication, so your management style will need to work in the context of our all-remote, global team.
- You’ll collaborate with our R&D Leadership team to manage OKRs for our product design practice. These OKRs will shape your team’s process, define your responsibilities as a manager, and feed into the responsibilities of your direct reports while enabling our company to meet its goals.
- You’ll play a key part in the evolution of our design culture and drive initiatives that enable Product Designers to achieve greater results.
- You’ll champion the importance of participation in critiques, content creation, and speaking engagements.
- You’ll foster a safe space for your team, where they’re comfortable sharing feedback and advocating for change they see as necessary.
- You’ll play a big part in hiring a team of world-class Product Designers. You’ll need to be highly engaged in the recruiting process as we scale our global team.
- You’ll work with cross-functional partners to identify and remedy pain points in our product development process, ensuring effective collaboration with our Product, Development, and Quality counterparts.
4. OpenAI's Full-Stack Developer, Communications & Design

Offers insights into team goals and projects, giving a holistic view of the role.

Source
The 15 Inspiring Job Descriptions

5. Mastercard's Senior Analyst

Infused with the company’s inspirational purpose, it’s more than just a job; it’s a mission.

Source
The 15 Inspiring Job Descriptions

6. Tesla's Growth Product Manager

Sets clear expectations right from the start, ensuring alignment with potential candidates.

Source
The 15 Inspiring Job Descriptions

7. Toggl's Database Reliability Engineer

User-friendly, scannable, and with clear CTAs, it's a winner in layout and design.

Source
The 15 Inspiring Job Descriptions

8. Mastercard's Customer Success Manager

Tech-enabled with a Career Bot, simplifying the application process.

Source
The 15 Inspiring Job Descriptions

9. Zapier's Senior Product Designer

A beautiful reflection of the company's caring culture.

Source
The 15 Inspiring Job Descriptions

10. Nike's Executive Assistant Role

Detailed day-to-day duties, giving candidates a clear picture of their potential daily life.

Source
The 15 Inspiring Job Descriptions

11. Roblox’s Lead QA Engineer

Conversational description of benefits, making candidates feel part of the team from the outset.

Source
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12. Hilton's Administrative Assistant Role

Stands out by showcasing workplace awards at the top, elevating their reputation. The perks of the role are also listed first, which entices candidates to read the rest of the job ad.

Source
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13. Canva's Visual Designer Internship in Australia

Showing respect for the local culture and traditions helps candidates understand your company values through actions.

Source
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14. Spotify's Email Marketing Manager

With a clear and ever-present 'Apply now' button, the CTA is extremely clear, ensuring a smooth application process.

Source
15. Litera's Customer Success Manager

Gives a picture of the day-in-the-life of the role. This kind of description will help set realistic expectations from the get go.

Source
Key Takeaways

Crafting a Good Job Description

- **Clarity is Key**
  Clearly define the role, responsibilities, and requirements.

- **Showcase Company Culture**
  Give candidates a taste of what it's like to be part of your team.

- **Engage with Language**
  Use a conversational tone and address the candidate directly.

- **Be Transparent**
  Include details about salary, benefits, and growth opportunities.

- **User-Friendly Layout**
  Ensure the content is scannable with clear CTAs.

- **Innovate**
  Use technology to simplify and enhance the application process.
Key Takeaways

Conclusion

Crafting an inspiring job description is an art. It's about striking the right balance between providing necessary information and showcasing your company's unique culture and values.

By drawing inspiration from these standout examples and adhering to the key takeaways, you're well on your way to attracting top-tier talent to your organization.

It’s not just about filling a role; it’s about finding the right fit.
Further Resources

15 of the Best Job Ad Examples

15 Creative Job Description Examples for Inspiration

6 Job Description Examples — and What Makes Them Effective