



ContactOut 



Crafting Inspiring Job Descriptions

The Definitive Guide



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

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](#)

Account Executive, Startups - Denmark / Finland

Multiple Locations, Denmark + 1 more location

Apply

Save

Share job

Date posted	Sep 06, 2023	Job number	1586118	Work site	Up to 50% work from home
Travel	0-25 %	Role type	Individual Contributor	Profession	Sales
Discipline	Account Management	Employment type	Full-Time		

Overview

Microsoft's mission is to empower every person and every organization on the planet to achieve more. As employees we come together with a growth mindset, innovate to empower others, and collaborate to realize our shared goals. Each day we build on our values of respect, integrity, and accountability to create a culture of inclusion where everyone can thrive at work and beyond.

In SMC and Digital Sales, we have set out with the purpose to empower our customers through the unique value of the Microsoft cloud by building a globally-led, digital-first scale organization aligned with partners. Dedicated to one of the fastest growing customer segments, the Small, Medium, Corporate (SMC) and Digital Sales organization is committed to delivering the global digital scale engine for our business -- this is where you come in. As part of local subsidiaries or Digital Sales centers around the world, you will support a dedicated set of customers in identifying and achieving their business objectives through best-in-class digital engagement and partner co-selling. You will also have an opportunity to work cross collaboratively while living our shared SMC and Digital Sales Culture priorities: Diverse and Inclusive, Wellbeing, Sustainability, Giving and Learning. If you have been described as customer obsessed and have a passion for digital-first solutions, we invite you to learn more about the SMC and Digital Sales organization and the value we deliver to our customers, partners, and one another, every day.

Do you love working with Startups to achieve their business outcomes? **The Account Executive** (Startups) is leading and orchestrating the One Microsoft team efforts to drive ambitious growth and wins with startups on the Microsoft Cloud Platform. With the aid of best-in-class sales processes, techniques and technologies, you will 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 Desk, across Microsoft.

This is a unique opportunity for a bold, customer oriented, strategic thinker to help identify unique prospects and execute Microsoft cloud deals that drive significant publicity, 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 like 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 talent to join our rapidly expanding team.

Responsibilities

Growth & Transformation Business Leader and Startup Advocate:

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

Trusted Adviser:

- 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 winning scenarios for startups as well as Microsoft.

Qualifications

Required/Minimum Qualifications :

- several years of experience working in a Startup industry driving digital transformation, or other relevant work experience (e.g., consulting, technology)
- OR Bachelor's Degree in Business, Technology, or related field AND experience working in a relevant Startup industry driving digital transformation, or other relevant work experience (e.g., consulting, technology)
- OR Master's Degree in Business Administration Degree AND experience working in a Start up industry driving digital transformation, or relevant work experience (e.g., consulting, technology).
- Fluent Danish or Finnish is a must.

Additional or Preferred Qualifications:

- Master's Degree in Business Administration, Finance, Computer Science, Law, or related field AND experience in business development, technical sales, consulting, or marketing
 - OR equivalent experience.
- experience working in a matrixed organization, preferably in the technology industry.
- Experience working within, or demonstrable 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 trends in your respective market
- Deep understanding of cloud infrastructure and services (Infrastructure, Applications, Data, Artificial Intelligence and Cybersecurity).
- Preferred experience in Power Platforms and Microsoft Teams.
- An ability to speak to and engage effectively with leadership from different

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](#)

Do you love working with Startups to achieve their business outcomes? **The Account Executive** (Startups) is leading and orchestrating the One Microsoft team efforts to drive ambitious growth and wins with startups on the Microsoft Cloud Platform. With the aid of best-in-class sales processes, techniques and technologies, you will 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 Desk, across Microsoft.

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Deal Negotiator and Closer:

- Lead negotiation with existing startups in mid to long-term planning to form a strategically constructed 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 assure 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 Architects, 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 workflow. Proactively demonstrates thought leadership, opportunities for improvement, best practices, and learnings 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

📚 Educational resources

🛍️ Discounts on products and services

💰 Savings and investments

👶 Maternity and paternity leave

🕒 Generous time away

🤝 Giving programs

🌐 Opportunities to network and connect

• Fluent Danish or Finnish is a must.

Additional or Preferred Qualifications:

- Master's Degree in Business Administration, Finance, Computer Science, Law, or related field AND experience in business development, technical sales, consulting, or marketing
 - OR equivalent experience.
- experience working in a matrixed organization, preferably in the technology industry.
- Experience working within, or demonstrable 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 trends in your respective market
- Deep understanding of cloud infrastructure and services (Infrastructure, Applications, Data, Artificial Intelligence and Cybersecurity).
- Preferred experience in Power Platforms and Microsoft Teams.
- An ability to speak to 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 extreme attention to detail and organizational skills
- Experience working in a rapidly-scaling 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

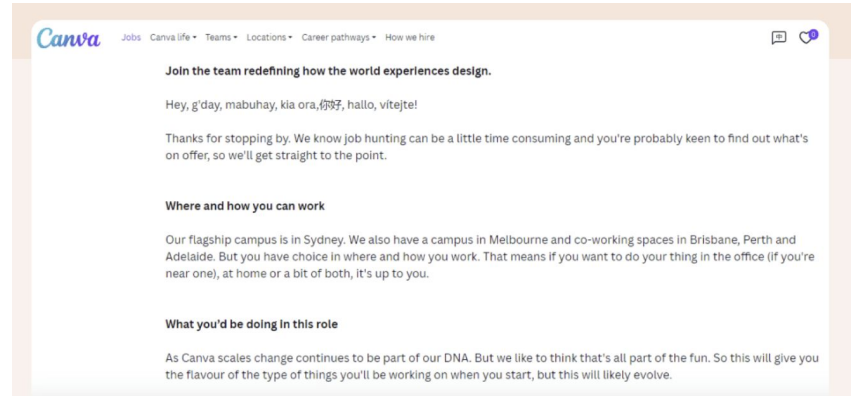
#SMCDSCareer

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.

[Source](#)

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

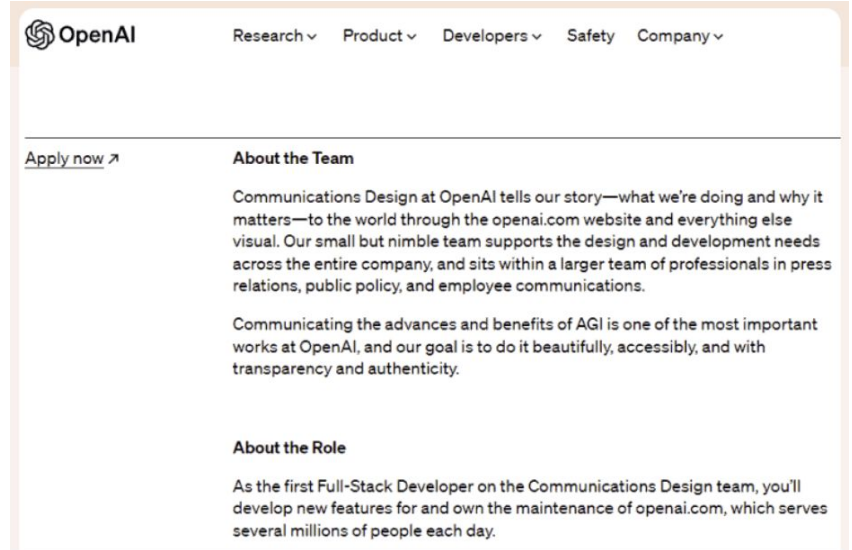
- You'll advocate for good product design practices, ensure the visibility of product design across functions, create space for collaboration, and develop a deep level of subject matter expertise in the product areas your reports are operating in.
- You'll work with your direct reports to build out a [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.

The 15 Inspiring Job Descriptions

4. OpenAI's Full-Stack Developer, Communications & Design

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

[Source](#)



The screenshot shows the OpenAI website header with the logo and navigation links: Research, Product, Developers, Safety, and Company. Below the header, there is a horizontal line. On the left side, there is a link labeled "Apply now" with an external link icon. On the right side, there is a section titled "About the Team" with the following text: "Communications Design at OpenAI tells our story—what we're doing and why it matters—to the world through the openai.com website and everything else visual. Our small but nimble team supports the design and development needs across the entire company, and sits within a larger team of professionals in press relations, public policy, and employee communications." Below this, there is another paragraph: "Communicating the advances and benefits of AGI is one of the most important works at OpenAI, and our goal is to do it beautifully, accessibly, and with transparency and authenticity." Further down, there is a section titled "About the Role" with the text: "As the first Full-Stack Developer on the Communications Design team, you'll develop new features for and own the maintenance of openai.com, which serves several millions of people each day."

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](#)

About the job

Our Purpose

We work to connect and power an inclusive, digital economy that benefits everyone, everywhere by making transactions safe, simple, smart and accessible. Using secure data and networks, partnerships and passion, our innovations and solutions help individuals, financial institutions, governments and businesses realize their greatest potential. Our decency quotient, or DQ, drives our culture and everything we do inside and outside of our company. We cultivate a culture of inclusion for all employees that respects their individual strengths, views, and experiences. We believe that our differences enable us to be a better team – one that makes better decisions, drives innovation and delivers better business results.

Job Title

Global B2B Marketing Operations, Senior Analyst

The 15 Inspiring Job Descriptions

6. Tesla's Growth Product Manager

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

[Source](#)

What to Expect

As a Growth Product Manager, you will be responsible for defining and implementing the long-term growth strategy for our B2B energy storage solutions. You will leverage your expertise to gather market requirements and develop a deep understanding of the energy storage market in key global markets to empower our Product and Engineering teams to build the best possible energy storage solutions.

You will be a key technical member of a cross-functional Product Management team that focuses on defining new utility and commercial energy storage products and applications across global markets, while supporting the ongoing development of technical content for sales, finance, and engineering teams for Tesla's industrial energy products.

You will be required to wear many hats and adapt to a fast-paced work environment. This is a multi-faceted role where strong knowledge of commercial and engineering topics is a must, and energy and/ product management experience is highly desired. Besides a rock-solid work ethic and a strong team-oriented personality, members of our team display creativity, passion, and a desire to break new ground in a constantly shifting technology landscape.

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 screenshot shows a job posting for a Database Reliability Engineer at Toggl Track. The layout is clean and modern, with a light beige background. The job title is prominently displayed at the top. Below the title, there are sections for 'Job description', 'Job requirements', and 'Benefits'. A 'SHARE THIS:' section includes social media icons for Twitter, Facebook, LinkedIn, and Email. A link to 'See all job openings' is provided. The main body of the job description is on the right, starting with the Toggl Track logo and a paragraph about the role. This is followed by a list of responsibilities. Below the responsibilities is an 'About the team' section with a paragraph about the company's global presence and values. At the bottom right, there is a call-to-action button that says 'Learn more about our culture'.

IN THIS JOB POSTING:

Job description
Job requirements
Benefits

SHARE THIS: [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#)

← See all job openings

toggl track

We are looking for a passionate Database Reliability Engineer to join the SRE Team, to help us maintain and grow the resources to deliver the best time tracking tool to hundreds of thousands of users daily around the globe. The salary for this position is €70,000 annually. You can work from anywhere in the world.

As part of the SRE Team, your main responsibilities will be:

- Helping us maintain, scale and monitor our PostgreSQL Databases in the Cloud to achieve a highly reliable platform.
- Working alongside DB and Backend Engineers to optimize our current databases.
- Mentoring other engineers across teams to increase the quality of our product and translate business requirements into sustainable database solutions.

About the team

We are a global team of 130+ awesome people working from over 40 countries around the globe. We hire globally, you work locally—in the heart of London, a beach outside of São Paulo, or a quiet village near Florence, the choice is yours. Every few months we travel to meet up somewhere in the world and spend some quality time together. We place a huge amount of trust in our people, and we measure the outcomes rather than the work itself. [Our values](#) fuel our results.

Wonder if you'll fit in? [Learn more about our culture](#)

The 15 Inspiring Job Descriptions

8. Mastercard's Customer Success Manager

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

[Source](#)

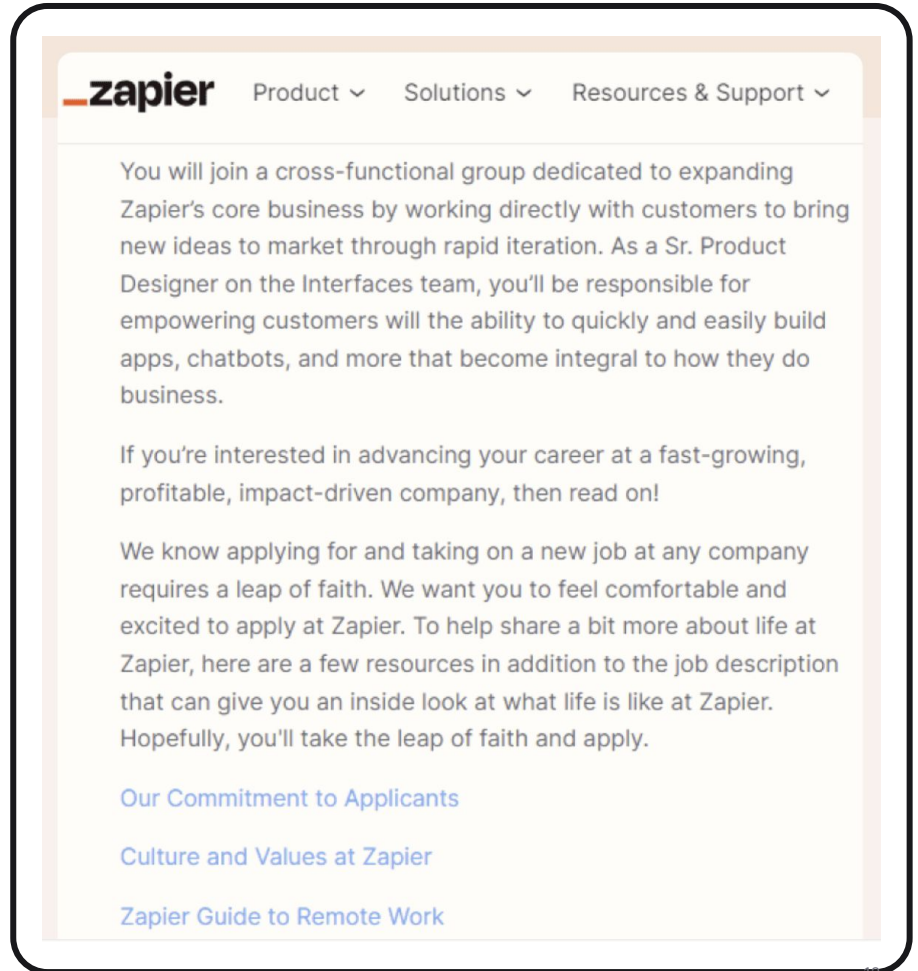
The screenshot displays a job listing for 'Customer Success Manager - Fraud' at Mastercard. The listing includes the location 'Sao Paulo, Brazil, 6033080', the department 'Product Management', and the job type 'Full time'. The job description asks 'Who is MasterCard?' and 'What role do we play in the modern world?' and mentions that every employee has the opportunity to be part of something bigger. An 'Overview' section lists the role's focus on the Cyber and Intelligence Solutions (C&I) team, leveraging IoT and AI for payments ecosystem protection. A 'Career Bot' chat window is overlaid on the right, with a message: 'Hi! Are you interested in this job?' and options to 'I'm interested' or 'Find similar jobs'.

The 15 Inspiring Job Descriptions

9. Zapier's Senior Product Designer

A beautiful reflection of the company's caring culture.

[Source](#)



The screenshot shows the top portion of a job listing on the Zapier website. At the top left is the Zapier logo. To its right are three navigation menus: 'Product' with a dropdown arrow, 'Solutions' with a dropdown arrow, and 'Resources & Support' with a dropdown arrow. Below the navigation is a large paragraph of text describing the role: 'You will join a cross-functional group dedicated to expanding Zapier's core business by working directly with customers to bring new ideas to market through rapid iteration. As a Sr. Product Designer on the Interfaces team, you'll be responsible for empowering customers with the ability to quickly and easily build apps, chatbots, and more that become integral to how they do business.' This is followed by a shorter paragraph: 'If you're interested in advancing your career at a fast-growing, profitable, impact-driven company, then read on!' Below that is another paragraph: 'We know applying for and taking on a new job at any company requires a leap of faith. We want you to feel comfortable and excited to apply at Zapier. To help share a bit more about life at Zapier, here are a few resources in addition to the job description that can give you an inside look at what life is like at Zapier. Hopefully, you'll take the leap of faith and apply.' At the bottom of the visible section are three blue links: 'Our Commitment to Applicants', 'Culture and Values at Zapier', and 'Zapier Guide to Remote Work'.

zapier Product ▾ Solutions ▾ Resources & Support ▾

You will join a cross-functional group dedicated to expanding Zapier's core business by working directly with customers to bring new ideas to market through rapid iteration. As a Sr. Product Designer on the Interfaces team, you'll be responsible for empowering customers with the ability to quickly and easily build apps, chatbots, and more that become integral to how they do business.

If you're interested in advancing your career at a fast-growing, profitable, impact-driven company, then read on!

We know applying for and taking on a new job at any company requires a leap of faith. We want you to feel comfortable and excited to apply at Zapier. To help share a bit more about life at Zapier, here are a few resources in addition to the job description that can give you an inside look at what life is like at Zapier. Hopefully, you'll take the leap of faith and apply.

[Our Commitment to Applicants](#)

[Culture and Values at Zapier](#)

[Zapier Guide to Remote Work](#)

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](#)

WHO ARE WE LOOKING FOR?

We're looking for an Executive Assistant who has a proven ability to work in a fast-paced, results-oriented environment. You have strong organization skills and the ability to prioritize multiple tasks. You have the ability to take initiative, follow-through on requests until completion, and utilize a keen attention to detail.

WHAT WILL YOU WORK ON?

You'll handle phone coverage, correspondence, report production, scheduling and meeting coordination and preparation. You'll also screen calls, relay messages and respond to inquiries that do not require the VP's involvement; read mail and email correspondence, highlight actionable items and respond when possible; and create complex, innovative and creative presentation-quality documents. In addition, you'll make complex domestic and international travel arrangements, complete and review expense reports and handle highly confidential and sensitive material.

WHO WILL YOU WORK WITH?

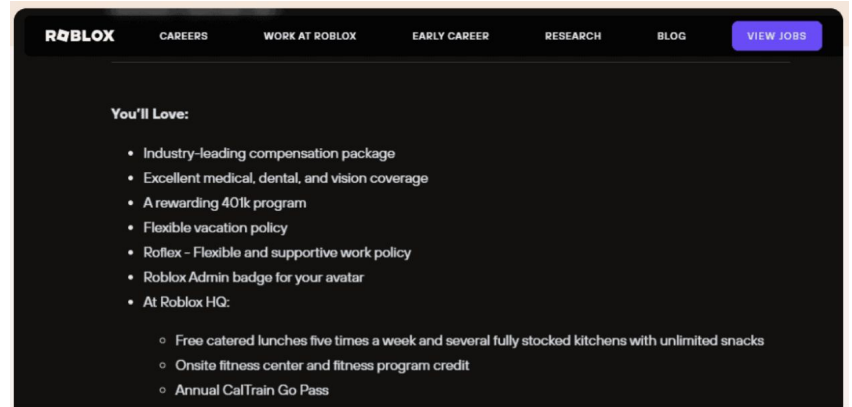
As our Executive Assistant, you will support the Vice President of Nike Labs

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](#)



The 15 Inspiring Job Descriptions

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](#)

The screenshot shows a job listing for an Administrative Assistant at Curio Casa Marina Resort in Key West, Florida. The job title and location are displayed in a dark blue header. Below the header, there are buttons for 'Apply Now' and 'Save', along with social media icons for email, Facebook, LinkedIn, and Twitter. The main content area is divided into two columns. The left column is titled 'JOB DESCRIPTION' and contains the following text: 'An Engineering Administrative Assistant is responsible for responding providing administrative and clerical support to the Engineering Department in the hotel's continuing effort to deliver outstanding service and financial profitability.' This is followed by a list of perks: 'Access to your pay when you need it through DailyPay', 'Career growth & Development', 'The Go Hilton travel discount program', 'Competitive wellness benefits', 'Team Member Resource Groups', 'Recognition and rewards programs', and 'And so much more'. Below the perks, it asks 'What will I be doing?' and states: 'As an Engineering Administrative Assistant, you would be responsible for providing administrative and clerical support to the Engineering Department in the hotel's continuing effort to deliver outstanding guest service and financial profitability. Specifically, you would be responsible for performing the following tasks to the highest standards:'. The right column features a 'Great Place To Work' badge with '#2 Company in the United States' and '#3 World's Best Workplace' (Certified AUG 2021-AUG 2022 USA). Below the badge is a 'Similar Jobs' section listing three other roles: 'Administrative Assistant (Temporary) - Banquets' at 1500 Orange Avenue, Coronado, California; 'Sales Administrative Assistant - Hilton Americas Houston' at 1600 Lamar Street, Houston, Texas; and 'Sales Administrative Assistant, Hilton Salt Lake City Center' at 255 South West Temple, Salt Lake City, Utah.

Administrative Assistant
Key West, Florida, United States | Hotel | Curio Casa Marina Resort | HOTOBXEK

Apply Now Save

JOB DESCRIPTION

An Engineering Administrative Assistant is responsible for responding providing administrative and clerical support to the Engineering Department in the hotel's continuing effort to deliver outstanding service and financial profitability.

Here are some perks you can enjoy when joining our team

- Access to your pay when you need it through DailyPay
- Career growth & Development
- The Go Hilton travel discount program
- Competitive wellness benefits
- Team Member Resource Groups
- Recognition and rewards programs
- And so much more

What will I be doing?

As an Engineering Administrative Assistant, you would be responsible for providing administrative and clerical support to the Engineering Department in the hotel's continuing effort to deliver outstanding guest service and financial profitability. Specifically, you would be responsible for performing the following tasks to the highest standards:

Great Place To Work
#2 Company in the United States
#3 World's Best Workplace
Certified AUG 2021-AUG 2022 USA

Similar Jobs

Administrative Assistant (Temporary) - Banquets
1500 Orange Avenue, Coronado, California, 92118, United States | Hotel

Sales Administrative Assistant - Hilton Americas Houston
1600 Lamar Street, Houston, Texas, 77010, United States | Hotel

Sales Administrative Assistant, Hilton Salt Lake City Center
255 South West Temple, Salt Lake City, Utah, 84101, United States | Hotel

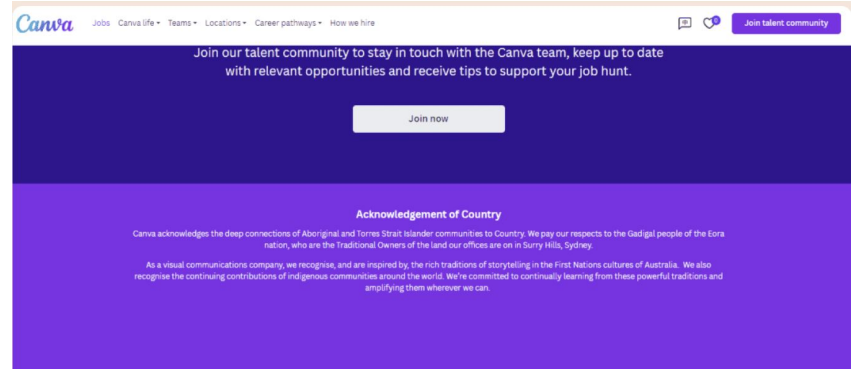
Front Office Administrative Assistant - Hilton

The 15 Inspiring Job Descriptions

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](#)

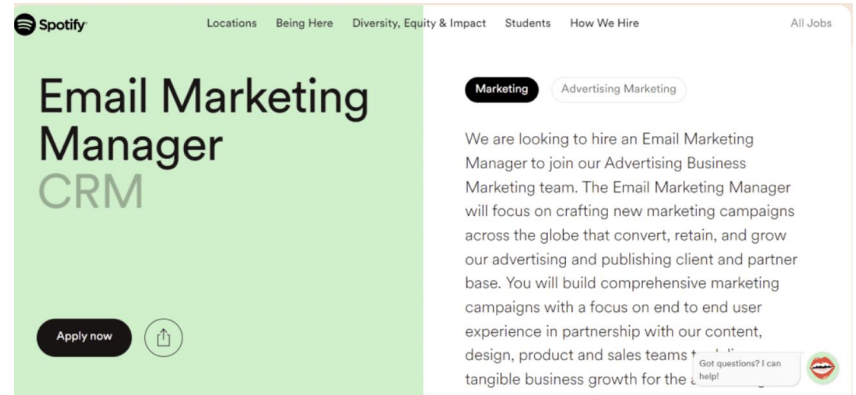


The 15 Inspiring Job Descriptions

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](#)



The 15 Inspiring Job Descriptions

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](#)

About the job

A Day in the Life: A CSM is relationship-focused and leverages their network to build and deepen relationships with buyers, influencers, advocates, and at times, the end-users themselves for their customers. A CSM will work on a wide range of customers from complex to non-complex, **small and medium-sized firms**. A CSM reports to the Manager of Customer Success.

On a given day, a CSM will spend time:

- Consulting with new and existing customers to coordinate onboarding, discover partnership objectives and develop success plans to drive value
- Review usage data, overcome challenges and proactively working to uncover and mitigate risk
- Discover any additional opportunities to compliment the customer's Litera workflow and solve other business problems they are facing
- Maintain regular contact with stakeholders and key contacts as well as keep up-to-date strategic success plans. Advocate as their voice and provide regular updates internally ensuring visibility to your customer's need
- CSMs often lead customer onboarding and a cadence of business review presentations
- The CSM works as part of a collaborative team, supporting each other and the needs of our customers.
- CSMs are closely aligned with all customer-facing teams, often referred to as the account team, and share a unified goal to make success happen. CSM's also align internally with Sales, product and marketing to share success stories, insights and key OKR's that drive our product forward.

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**