4 Ways to Build a Better Job Description

Bland job descriptions are about as exciting as plain, unbuttered toast. They’re unlikely to attract anyone, let alone the top talent your company seeks. Today’s career-conscious job seekers are looking for more than just a job: they want to know that they’re entering into a work environment that is challenging enough that they’ll grow; offers opportunities that align with their purpose; and that allows for a little work-life balance. Offering a bland job description that only speaks to the function of the job won’t show a job seeker any of what a company offers from a culture or purpose standpoint.

That’s why it’s crucial to come up with a job description that shows off your company culture and mission as well as the job itself. Here are four easy ways to give job seekers more than just a bland job description.

1. **Mention Advancement Opportunities**
   High-quality candidates are thinking about more than the next job — they’re thinking about the future too. So, in your job description, it’s smart to show them that they can have a future with your company.

   **Action Tip**
   Let job seekers know that they will have room to grow in mentorship programs, paid learning opportunities or sharing the average time to reach the next level in the department. And add a note in the job description itself about the long-term goals for the position.

2. **Share Your Company Culture**
   Even before you tell job seekers all about the job, tell them about your company. Use language and cite company core values in your opening before even getting to the crux of the job description.
   Everyone knows what a ‘product manager’ or a ‘paralegal’ does if they’re looking for such a position. Share what makes this position compelling. How can your company differentiate itself while giving a job seeker a good sense of job expectations?

Glassdoor is a key destination for job seekers to find information and make an informed decision whether a role and a company meet their expectations before clicking ‘apply’. That’s why recruiters need to go through fewer unqualified applications to find the right person. Data shows that it takes half the resumes and 40% fewer interviews to find the right fit on Glassdoor.¹ Since candidates who use Glassdoor come with the right expectations, they have a 30% greater retention rate.² This means your company will have fewer roles to backfill, which is a great win for your bottom line.

¹ Source: Data analysis from the leading ATS provider Greenhouse, July-December 2017; ² Source: Glassdoor EMI Research, November 2017
Show Some Personality
The only thing worse than a bland job description is bland language that doesn't show off your company's personality. Just as a cover letter provides a bit of insight into the personality of a potential employee, provide a little insight for them in the way you write your job description.

Action Tip
Use language that is specific to the industry you are in, but also possibly unique to your organization. While you still want to be professional, including a little personality and using terms that are unique to the role or company is a way to grab the attention of career-conscious job seekers who really want to find a good, long-term job position.

Tout Your Benefits
In your job description, be sure that you share what the company does to ensure a collegial and enjoyable work experience. Does your company offer philanthropic efforts that might align with a job seeker's purpose in his or her own life? Job seekers are looking to make money and sustain their own lives, of course, but — more and more — they're also looking for companies that have and act on a strong sense of social justice. Of course, they're also looking for perks beyond pay, too. So, if your company offers any special benefits — such as flexible work schedules, student loan assistance, tuition reimbursement, free gym memberships or others — be sure to include them.

By making an effort to write job descriptions that show opportunities for growth, give job seekers a really robust picture of your company culture, demonstrate a unique point of view, and share some highlights of the great benefits you offer, candidates will throw their hat in the ring feeling excited, motivated and ready to do what it takes to be successful at your company.