THE LOTUS GROUP

WRITING JOB DESCRIPTIONS THAT STAND OUT

Attract Top Talent & The Right Talent

#TheLotusGroup #TLGTips #TLGInsights

01

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THE POWER OF A WELL-WRITTEN JOB DESCRIPTION

A well-crafted job description is your first chance to capture the attention of top talent. It conveys your company's values, the role's impact, and sets the stage for a successful recruitment process.

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BE CLEAR AND CONCISE

Avoid jargon and unnecessary fluff. Candidates should immediately understand the role, responsibilities, and expectations. A clear job description saves time for both you and potential candidates.

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MAKE IT COMPELLING

Highlight the benefits, opportunities for growth, and the impact the candidate will have. People want to know what they'll gain by joining your team, so make it compelling!

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USE A CONVERSATIONAL TONE

Write as if you’re speaking directly to the candidate. A conversational tone helps paint the picture and makes the job description more relatable and inviting, allowing candidates to see themselves in the role.

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INCLUDE KEYWORDS

Incorporate relevant keywords that candidates might use when searching for jobs. This helps ensure your job posting appears in more searches, reaching a broader audience.

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BE HONEST ABOUT REQUIREMENTS

Clearly state the must-haves versus the nice-to-haves. This helps in attracting candidates who are the right fit and saves time from having to screen out candidates who aren’t.

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SHOW OFF YOUR COMPANY CULTURE

Give candidates a glimpse into what it’s like to work at your company. Mention team activities, values, or any unique aspects of your company culture that make you stand out. On that note, knowing your competition in the marketplace helps you craft that message.