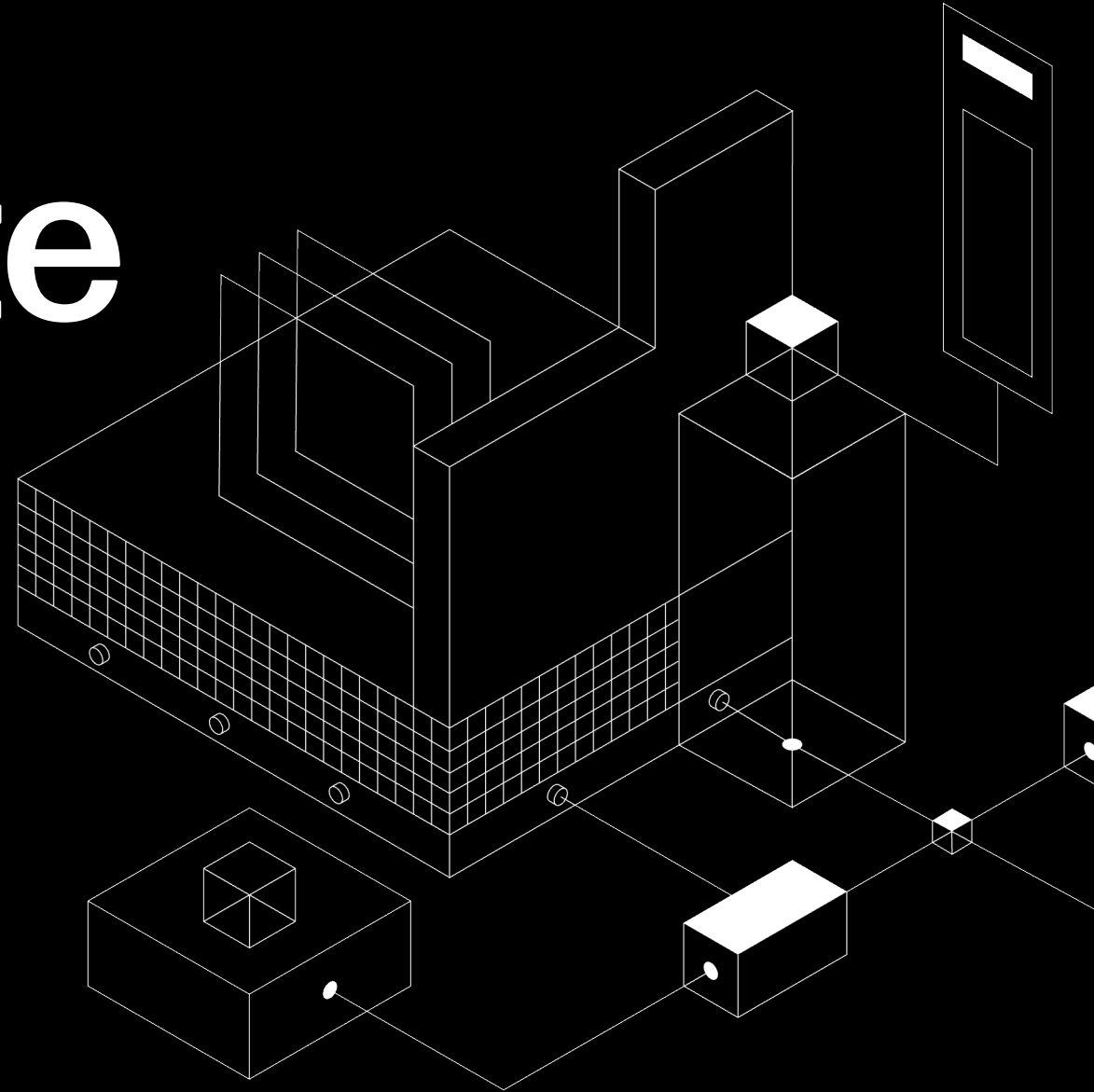# How to Create Great Job Descriptions

This guide aims to help you understand why having a job description is important, what makes a job description compelling, and how to create one that will inspire top candidates to apply.

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# Why Should You Publish a Job Description?

After you decide there is a clear need for a role, the first thing you should do is put together a job description. Don't worry about it being perfect, you can polish it up later with the pointers I'll share later in this guide. Having a job description will align the role's understanding across stakeholders so you don't have to repeat yourself to hiring managers, interviewers, recruiters, HR teams, and external staffing agencies. A job description is crucial for several reasons, and benefits both the employer and candidate.

### Attracts the ideal candidate

A clear, detailed, and compelling job description helps captivate interest in your job opening amongst top candidates. Passive candidates will want to review it to assess if they're a good fit. Having a refined JD will also help you quickly filter out those who are not a fit.

### Builds employer brand

This might be the first time a candidate is exposed to your company. Your job description is reflective of your company's brand, which encompasses your company's values, personality, and work style. Candidates should discover your mission, values, culture, and benefits through the JD. Similar to a candidate resume, a job description is a powerful branding asset to share with the world.

### Sets clear expectations

A job description defines the scope of the role, responsibilities, and goals, reducing ambiguity. This clarity ensures that candidates know exactly what is expected of them and what they can expect in return.

### Streamlines the hiring process

It serves as a foundation for screening and interviewing, allowing external recruiting agencies and internal HR/People teams to focus on key criteria outlined in the job description. This avoids wasting time on candidates who don't meet the essential qualifications or are mismatched for the role.

### Legal and compliance

A well written job description can help protect the company from potential legal action. It outlines the essential duties and qualifications of the job, helping to provide a defense in case of discrimination claims or disputes over job responsibilities and performance.

It serves as a reference for evaluating employee performance. It can be used during performance reviews to assess whether an employee is meeting expectations or for performance improvement plans, which hopefully if you hired correctly, you wouldn't have to worry about.

# What Makes a Compelling Job Description?

The difference between a standard job description and a compelling one lies in how effectively it not only informs but also engages, inspires, and sets the stage for mutual success. In a sea of standard job descriptions ("coding ninja Sr. Software Engineer", "rockstar Growth Marketer"), what makes yours standout? Here's a breakdown of what separates complacent from compelling so you can increase your chances of attracting high quality candidates.

| | Standard | Compelling |
|---|---|---|
| **Level of Clarity and Detail** | Clearly outlines the job responsibilities, requirements, qualifications, and company expectations. It includes key details like job title, tasks, and basic information about the company. | Goes beyond just listing tasks and qualifications. It offers a clear and concise breakdown of day-to-day responsibilities, expectations, and long-term goals, giving candidates a deeper understanding of the role and how it will be beneficial for their long term career. |
| **Tone and Engagement** | Uses professional/corporate language, which effectively communicates the job requirements but may feel dry or transactional. | Incorporates an authentic and engaging tone that reflects the company culture and excites the candidate. It's conversational but professional, making candidates feel drawn to the opportunity, not just informed about it. |
| **Align with Company Culture** | Provides a brief overview of the company and its mission. | Connects the candidate to the role and company's values, mission, and culture, helping candidates envision how they would fit in. It gives insight into the company's work environment, team dynamics, and the overall purpose of the role within the organization. |
| **Focus on Growth and Impact** | Focuses on what the company needs from the candidate. | Balances company needs with what the candidate can gain. It clearly outlines opportunities for personal and professional growth, career development, or potential impact the candidate can have on the company's success. |
| **Call to Action** | Includes a basic call to action, such as "Apply now." | Ends with a personalized call to action that encourages candidates to take the next step. It might invite applicants to explore more about the team, project, or even reach out for more information. |

# How to Create a Job Description That Resonates

Writing a job description involves understanding the role, the company's needs, and what will motivate the right candidate. Here is the framework for writing a compelling job description.

## Attracts the ideal candidate

- Choose a title that reflects the essence of the role and seniority. Keeping SEO in mind, avoid overly creative or complex titles so that it's searchable (Marketing Manager vs Growth Guru).

- If you have to add an "and" (Head of Product and Engineering), reconsider if your responsibilities wishlist is too long and if the role is actually two roles.

## Write a compelling summary

- Provide a concise but engaging overview of the role, including its purpose, importance, and how it contributes to the company. Mention the team they'll be working with, reporting relationships, and highlight one or two key goals or objectives.

## Define key responsibilities

- Break down the primary responsibilities into a bulleted list, grouping related tasks together.

- Start each bullet with a strong action verb ("Develop," "Implement," "Lead") and keep the language clear and concise, and avoid using the same leading verb more than once if possible.

- Emphasize the core functions of the role, not every minor task.

## Outline Skills and Qualifications

- List the essential qualifications first, like education, experience level, and any specific technical or soft skills.

- Specify required and preferred qualifications to set realistic expectations.

## Highlight Opportunities for Growth and Impact

- Briefly describe how the role offers room for career development, skills growth, or meaningful contributions. Showcase projects, initiatives, or challenges the candidate can look forward to.

## Describe the Company Culture and Benefits

- Lean on culture if you're an earlier stage startup unable to offer many benefits.

- The best cultures put people first, employees and customers. Lean on open communication, experimentation, work life balance, development opportunities.

## Include a call to action

- Include the link to the application so they can apply frictionlessly. Encourage candidates to check out more info on the company to boost brand awareness.

# Standard Example

This was written by myself, using fictitious companies, nothing was pulled from any Ventures' companies or real companies.

[Company name] is looking for a Product Manager to join our dynamic team. We are a leading cryptocurrency exchange, backed by top investors like: [laundry list of investors]. Our online marketplace allows millions of users to buy, sell, and trade cryptocurrencies and other digital assets. As a key member of our team, you'll define the product roadmap and work cross functionally with several departments like engineering and design. You'll be a part of a winning team, on a mission to increase cryptocurrency adoption worldwide. We offer competitive salaries, benefits, team offsites, and a fun working environment.

**Responsibilities:**

- Curate ideas for new products
- Advocate the customers' needs and perform research on latest trends
- Define the product vision and execute on it
- Communicate product requirements to different audiences

**Qualifications:**

- BS in Computer Science or related field
- 7+ years of relevant industry experience
- Strong written and verbal communication skills

**Apply here!**

# Compelling Example

This was written by myself, using fictitious companies, nothing was pulled from any Ventures' companies or real companies.

We're [Company name], a Series B crypto exchange founded in 2019. Our mission is to provide a secure way for consumers to buy, sell, and trade digital assets on our platform. We use cutting edge encryption and security enabling our 100 million users to have a trustworthy and reliable experience.

Our growing Product team of four is looking for a Product Manager with experience scaling two sided marketplaces, preferably web3 related based ones. You'll partner with our Engineering Lead, Head of Customer Success, and Sr. UI/UX designer to design and execute the product roadmap, as well as ideate other product offerings like [new product area]. Successful candidates are comfortable using Figma to create wireframes, hoping on calls with customers for feedback and research, or just debating where to find the best slice of pizza.

This is a great opportunity for an experienced PM who wants to grow alongside the company into a leadership role, and drive new product innovation. You'll elevate our flagship exchange product and introduce new products to market from scratch. We don't expect you to know everything on day 1, but we do expect you to have a keen product sense and willingness to learn. That's why we are committed to providing you with the best tools and resources to help you along the way.

This role will work with a globally distributed team and is expected to be performed in the US, fully remotely in [timezone]. For those nearby our hubs in [locations], we provide catered lunches and a great playlist! You'll report to [insert manager title] and have a salary range of [give a wide range].

**Responsibilities:**

- Develop and communicate a clear product vision and strategy aligned with company goals.
- Identify gaps and opportunities in the market to inform product decisions and innovations.
- Translate high-level product strategy into detailed requirements and user stories.
- Conduct user interviews, surveys, and usability testing to gather insights and validate product ideas.
- Define clear acceptance criteria, specs, and workflows for engineering and design teams.

**Qualifications:**

- Bachelor's Degree or equivalent work experience.
- 7-10 years of product experience, including direct experience launching products from conception to launch.
- Strong written and verbal communication skills to clearly convey complex ideas and collaborate effectively with technical and nontechnical teams.

If you've made it this far, we encourage you to Apply and check out our [blog, X, Discord, careers page, other media asset] to get to know us further. Feel free to share this with someone in your network who may be interested as well, or reach out to us at hr@company.com if you have additional questions.

# Summary

Creating a great job description is a strategic process that requires some time and effort. Don't pawn it off to someone else or use a generic template you found online (candidates can sense authenticity). Ultimately, a great job description is more than just a list of duties – it's an invitation to join, contribute to, and grow with your company.