

## **Resource 2:**

### **Job Description Guide**

#### **Job Title**

- Use job titles that are specific to your position and that will stand out against titles that are overused.
- Avoid overly clever names and titles that appear gimmicky.

#### **General Guidance**

- Eliminate pronouns from your description and make the job description gender neutral.
- Replace gender-coded words (e.g., “rock star” or “salesman”) with neutral words.
- Avoid acronyms and corporate speak.

#### **Job Responsibilities**

- Include a strong, attention-grabbing summary at the top: Why are you looking and why is the opportunity an exciting one?
- Articulate what aspects of the role, team, or organization are unique.
- Add a “day-in-the-life” section with specific information about tasks and responsibilities.
- Include milestones and define success in the role.

#### **Job Requirements**

- Identify the bare minimum of skills required to do the job.
- Focus on behavioral qualities that will make someone successful in the role.
- Avoid overly complicated job descriptions with laundry list requirements.

## **Culture and Values**

- Qualify your organization's approach to diversity and inclusion.
- Take the time to articulate your organization's culture and how you view employee well-being.

## **Call to Action**

- End the post by encouraging candidates to apply, and reinforce how excited your organization is to be looking for new talent.