



career.place

Hiring Training Reinvented

JOB DESCRIPTIONS

SESSION 2: TITLE BASICS



THINK OF JOBS AS PRODUCTS

Beautiful

Catchy

Colorful

Simple

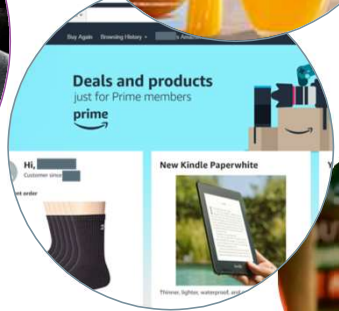
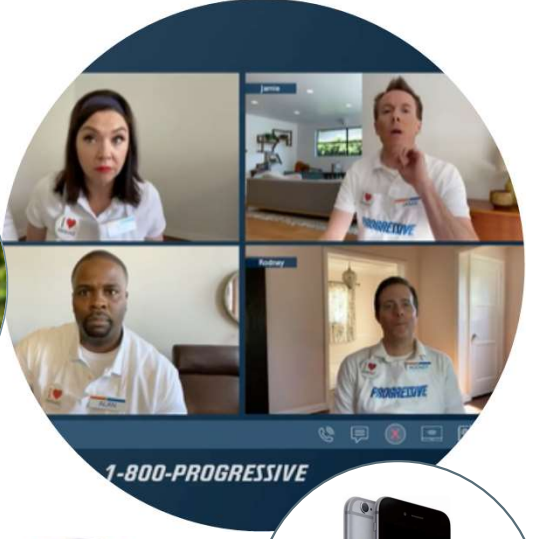
Emotional

Exciting

Desirable

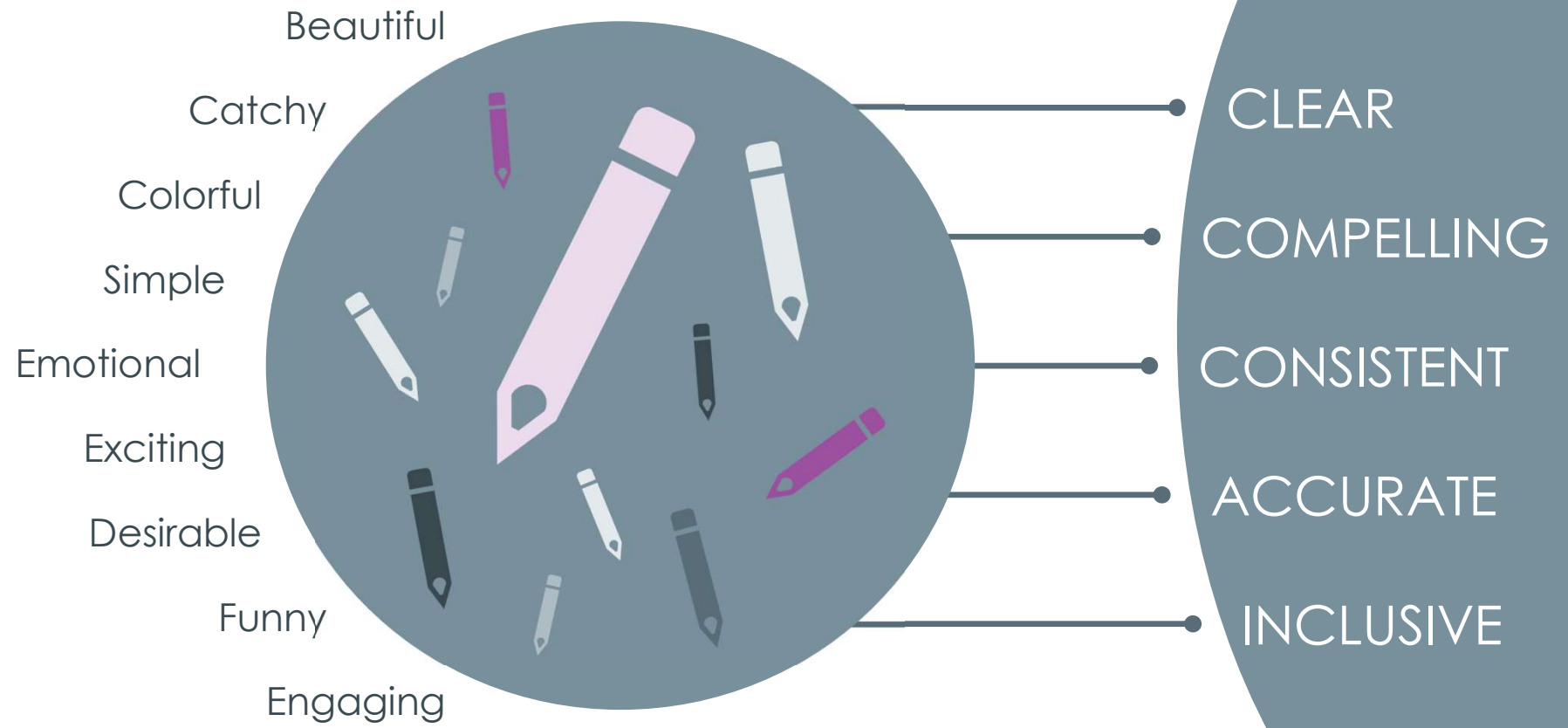
Funny

Engaging



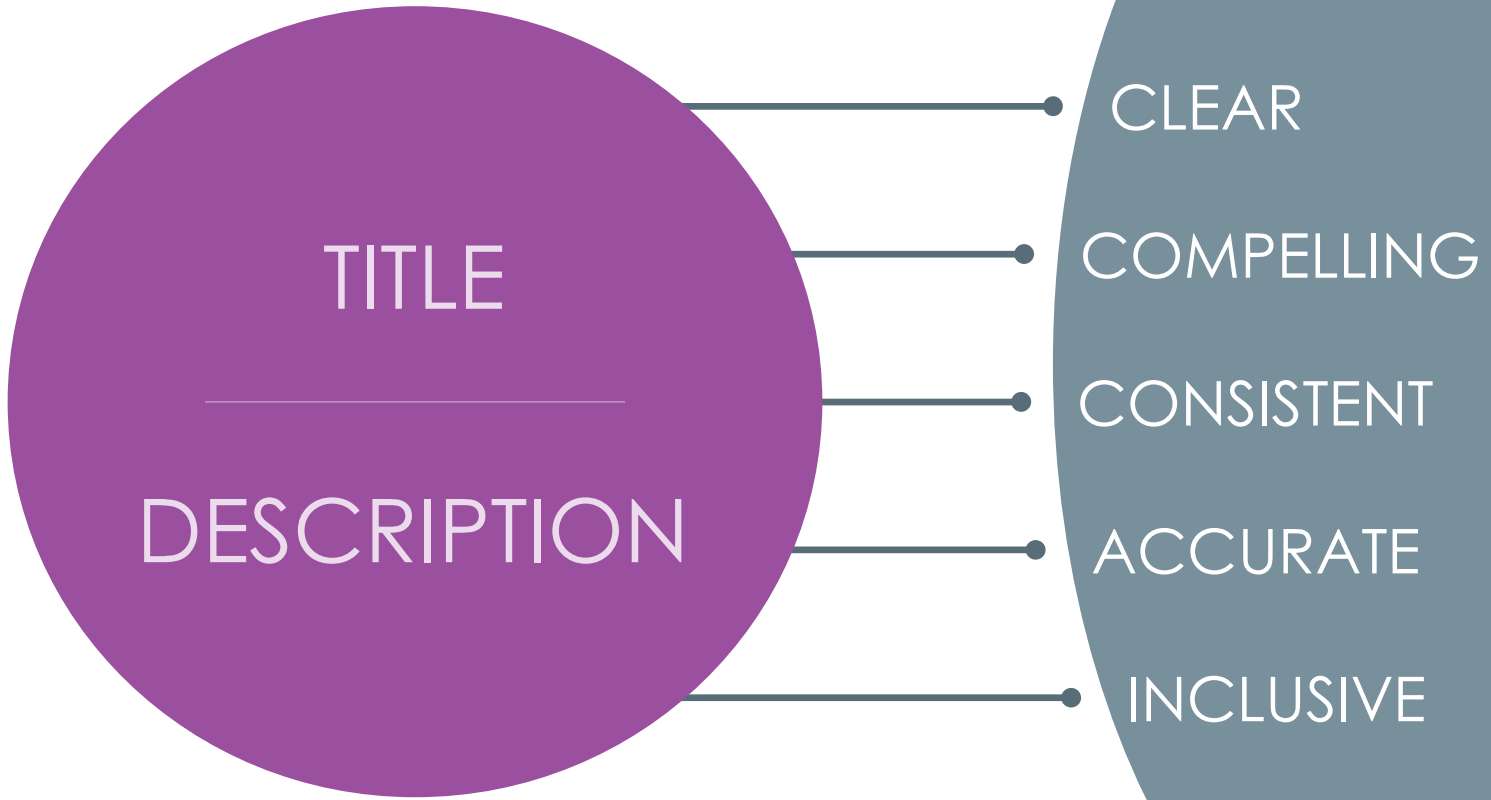


THINK OF JOBS AS PRODUCTS



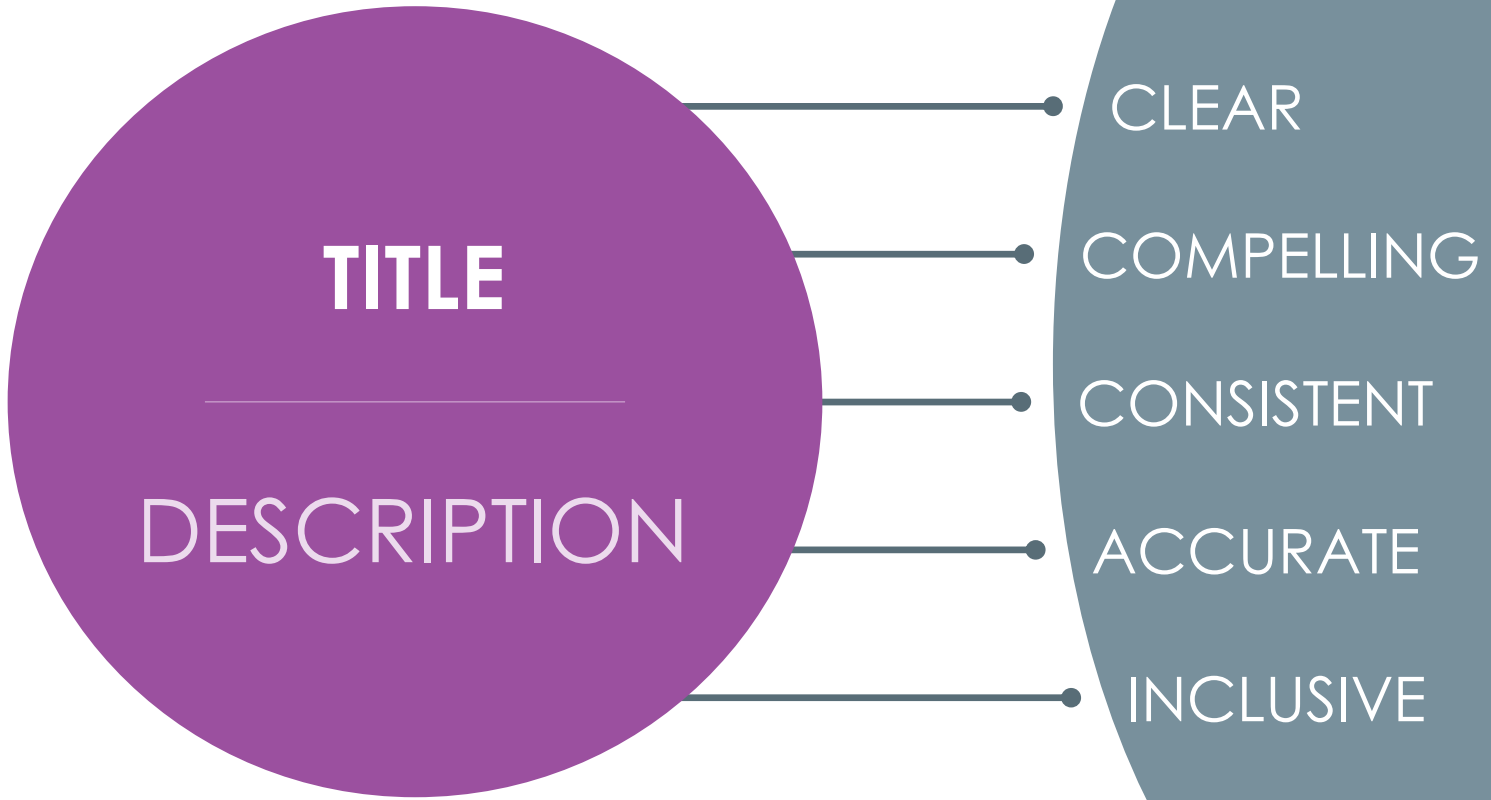


THINK OF JOBS AS PRODUCTS



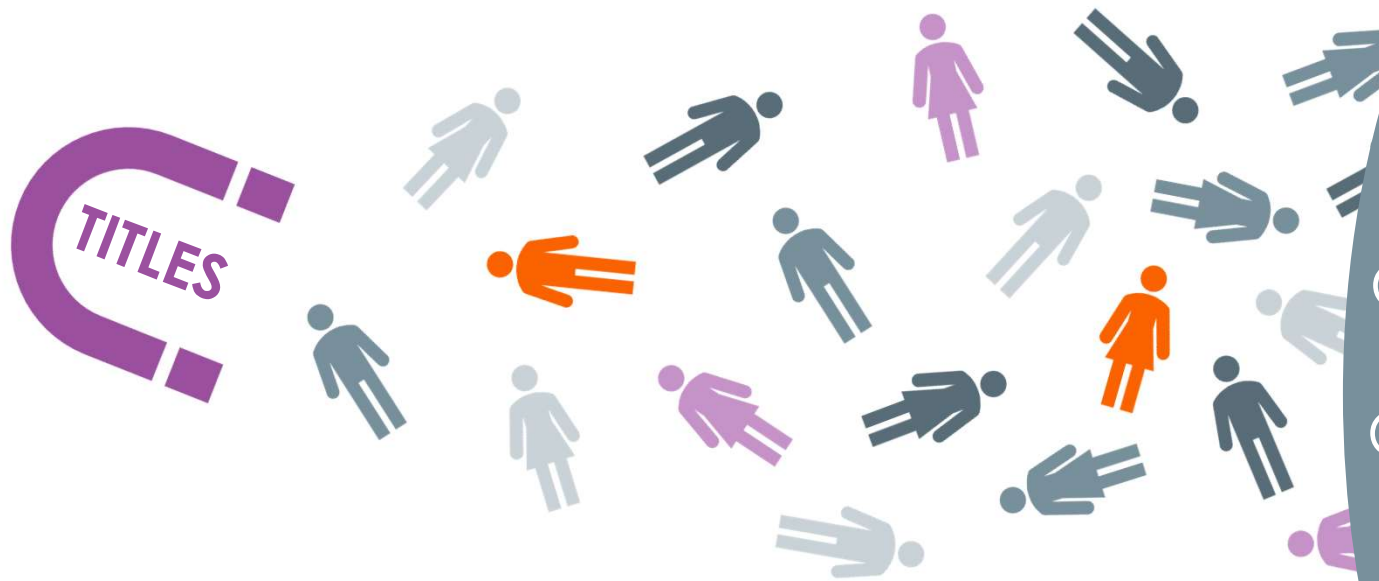


THINK OF JOBS AS PRODUCTS





TITLES ARE TOOLS TO ATTRACT



- CLEAR
- COMPELLING
- CONSISTENT
- ACCURATE
- INCLUSIVE

Harness Titles to attract talent

Use **job descriptions** and **screening** to narrow the pool to qualified candidates



STRONG INCLUSIVE TITLES

ATTRACT

Qualified candidates **find it**
and **want to** learn more

Does your title **ATTRACT**?

CLEAR

COMPELLING

CONSISTENT

ACCURATE

INCLUSIVE



STRONG INCLUSIVE TITLES ARE...



What is the job?
What is it responsible for?



- CLEAR
- COMPELLING
- CONSISTENT
- ACCURATE
- INCLUSIVE



STRONG INCLUSIVE TITLES ARE...



What is the job? —●
What is it responsible for?

Who would want it? —●
Why?

CLEAR

COMPELLING

CONSISTENT

ACCURATE

INCLUSIVE



STRONG INCLUSIVE TITLES ARE...



What is the job?
What is it responsible for?

Who would want it?
Why?

Does it match the industry?
Does it match the role?

CLEAR

COMPELLING

CONSISTENT

ACCURATE

INCLUSIVE



STRONG INCLUSIVE TITLES ARE...



What is the job?
What is it responsible for?

CLEAR

Who would want it?
Why?

COMPELLING

Does it match the industry?
Does it match the role?

CONSISTENT

Does it set the right expectations?

ACCURATE

INCLUSIVE



STRONG INCLUSIVE TITLES ARE...



What is the job?
What is it responsible for?

CLEAR

Who would want it?
Why?

COMPELLING

Does it match the industry?
Does it match the role?

CONSISTENT

Does it set the right expectations?

ACCURATE

**Will qualified candidates find it?
Will they feel 'qualified'?**

INCLUSIVE



STRONG INCLUSIVE TITLES...

EXAMPLE

“Engineer III”

What is the job?



CLEAR

Do I want it?



COMPELLING

Does it match industry/role?



CONSISTENT

Does it set right expectations?



ACCURATE

Am I included?



INCLUSIVE



STRONG INCLUSIVE TITLES...

EXAMPLE

“Associate
application
engineer –
mobile
products”

What is the job?



CLEAR

Do I want it?



COMPELLING

Does it match
industry/role?



CONSISTENT

Does it set right
expectations?



ACCURATE

Am I included?



INCLUSIVE



STRONG INCLUSIVE TITLES...

EXAMPLE

“CAPA
Manager”

- What is the job?
- Do I want it?
- Does it match industry/role?
- Does it set right expectations?
- Am I included?

- CLEAR
- COMPELLING
- CONSISTENT
- ACCURATE
- INCLUSIVE



STRONG INCLUSIVE TITLES...

EXAMPLE

“Marketing
Manager –
social media”

What is the job?



CLEAR

Do I want it?



COMPELLING

Does it match
industry/role?



CONSISTENT

Does it set right
expectations?



ACCURATE

Am I included?



INCLUSIVE



NEXT UP
SESSION 3: TITLE TIPS
& TECHNIQUES

