



WHY?

SESSION 1: JOB DESCRIPTION SELF-PACE SERIES

CREATE INCLUSIVE TITLES & DESCRIPTIONS

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INTRODUCING JOB DESCRIPTIONS

Attracting a diverse range of qualified candidates to your positions requires a combination of two disciplines – sourcing candidates (covered in a separate training) and **crafting job descriptions**.

Effectively sourcing candidates is the art and skill of reaching as broad and relevant an audience as possible. Whereas, effectively **crafting job descriptions** (and titles) is what peaks the interests of those candidates and drives them to apply for your jobs. In other words, sourcing is where you want to advertise, and descriptions are the commercials you run.

And, like any commercial, a good job description will leave a **lasting impression**, conveying the product (job), the organization, the purpose, and the intended audience. A bad one will leave no impression or encourage people to skip it or inadvertently spark backlash.

A good job title and description:

- **ATTRACTS** a broader, more diverse range of talent beyond those who already know/want the job.
- **INCREASES INCLUSION** by avoiding accidentally (or purposefully) alienating of talent from specific demographics or other attributes.
- **INCREASES RETENTION** by setting realistic expectations of the demands, experience, and responsibility of the job.

Companies don't throw the product spec onto their commercials and hope people want it. They spend millions creating the perfect advertisement. They meticulously craft the message, the imagery, even the colors and lighting to evoke the perfect logical and emotional response to attract the right customers. They craft the message to each channel (tv, social media, radio, etc.) and each market segment to optimize results.

Isn't attracting the right talent responsible for creating, refining, supporting, selling, and marketing the products featured in these commercials just as important?

Yes. The answer is **YES**.





CREATE INCLUSIVE TITLES & DESCRIPTIONS

JOB DESCRIPTIONS SELL

It's not enough to throw a job spec onto a job board or website and hope people want the job. Just like with product, it takes knowing your audience, crafting your message, and optimizing it for each channel and market so it invokes the desired emotional and logical response.

What do you want your future employees to think when they consider joining your organization and taking the job? What do you want them to feel? What do you want them to remember as they go through the application process?

Controlling the answers to those questions is the power of a job description.

JOB ADVERTISEMENT VS. JOB SPECIFICATION



A common mistake that limits the ability to create compelling job titles and descriptions is to confuse a job advertisement with a job specification.

- **JOB ADVERTISEMENT:** public-facing content used for the purposes of advertising the job and attracting talent to apply for that job.
- **JOB SPECIFICATION:** internal-facing content used to legally define the job for the purposes of compliant hiring, managing, and compensating employees.

Just like product specifications, job specifications are critical for the organization. They provide a foundation of the job function, expectations, and place within the organization. Done well, they drive fair and equitable treatment of all employees for compensation, evaluation, raises and promotions, corrective action, rank, and management structure.

However, these documents are also boring and full of hard-to-follow technical and legal terminology. They are not appropriate for advertising.

Use job advertisements (i.e. the job titles/descriptions covered in this session) to inclusively attract and engage talent. Then introduce the official job specification to qualified candidates later in the process as a review step.