



CRAFTING THE ULTIMATE JOB DESCRIPTION



MCKINLEY MARKETING PARTNERS
Masters in the Art of Recruitment



THE ULTIMATE JOB DESCRIPTION

Finding the right people to work for your company is tough. According to our **2018 Marketing Hiring Trends survey**, **only 24 percent of marketers report actively searching for new opportunities.**

Not only are solid candidates difficult to come by, but the process of hiring is time consuming. It's tempting to take shortcuts (for example, using old job descriptions) to save time.

At **McKinley Marketing Partners** we want to help you work smarter, not harder, so we created **The Ultimate Job Description** as a resource to help you get clear on exactly what you are looking for in a candidate and how to turn those insights into a compelling job description. Successful hires start here.



THE ULTIMATE JOB DESCRIPTION

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The Job - Basics

In this section, record the foundational elements of the role.

Position title:

Reports to:

Type of position:

Full-Time

Contract

Contract-to-Hire

If contract or interim, anticipated length of the project:

Salary or rate range:

Years of experience required:

Desired start date:

Will this person manage anyone?

Yes

No

If yes, who?



The Job - Basics

Is the role on-site or remote?

On-site

Full-Time Remote

Partial Remote

If partial remote, how often will this person need to come into the office?

Are you open to relocating a candidate?

Yes

No

If yes, amount of relocation expenses covered.



The Job Description - Candidate

The questions in this section will help you determine the qualities of a successful candidate.

If this is a backfill for a current employee, what are the exceptional skills and outstanding qualities of the last person who was in this role? Consider both hard and soft skills.

On the list you just created, circle the skills and qualities that are most relevant to the position.

Similarly, consider the skills that were missing in the last person or those that would be a bonus to have.

Think of an employee who is successful beyond the functional responsibilities of their job. What are the qualities that he or she has which you would like your new hire to emulate?



The Job Description - Role

In this section you will outline the specific requirements and expectations of the role.

List any professional experience or education requirements including professional certifications.

If there is a particular industry background that is needed for this role include it here and indicate if it is required or preferred.

What deliverables are expected from this role?

What functional skills will be needed to execute on those deliverables?

What software tools or applications must the candidate have knowledge or mastery of?



The Job Description - Organization

In today's job market, candidates have a lot of choice. That's why this section focuses on selling the role to prospective candidates.

What is your company's mission? Alternatively, list any organizational core values.

Consider all the things that make your organization a great place to work and list them here.

Now, do the same for your team. What is special about working on your team specifically?

List five positive adjectives that describe your company culture.

1.

2.

3.

5.

4.



The Job Description - Organization

Circle the benefits and perks that are offered.

Insurance, Health & Wellness

Health Insurance
Flexible Spending Account (FSA)
Health Savings Account (HSA)
Dental Insurance
Vision Insurance
Healthcare On-Site

Financial & Retirement

401K Plan
Pension Plan
Retirement Plan
Performance Bonus
Equity Incentive Plan
Charitable Gift Matching
Stock Options

Family & Parenting

Work From Home
Reduced or Flexible Hours
Maternity & Paternity Leave
Childcare

Vacation & Time Off

Vacation & Paid Time Off
Paid Holidays
Sabbatical
Sick Days
Volunteer Time Off
Bereavement Leave

Perks & Discounts

Free Meals or Snacks
Gym Membership
Pet Friendly Workplace
Company Car
Company Social Events
Commuter Checks & Assistance

Professional Support

Professional Development
Tuition Assistance

Additional benefits/perks offered:



Writing The Job Description

Now that you have compiled all the information relevant to finding the right candidate for the role, it's time to put it together in the job description. Below you will find six steps to creating the job description. You may not need all six. Tailor it to your specific role and company.

As you are writing it, remember to highlight your company in a positive, inviting light and position the role in a way that appeals to your ideal candidates. Candidates have a lot of choice today. The job description should address what's in it for them.

1. Start by including the **position title** as well as the **employment type** if it is anything other than permanent (i.e. contract, contract-to-hire). If it is a contract role, include the expected duration of the project. List the location and if the company is open to relocating a candidate include that as an additional selling point.
2. Try to capture **the soul of your business** in the description. In a couple lines, briefly introduce your organization. This is a great place to include your mission statement.



Writing The Job Description

3. Introduce the **role** and its **position within the organization**. Talk briefly about the team the role supports (and why that team is great!) and any other functional areas they will collaborate with.
4. In a sentence or two, highlight the most important **deliverables** of the role. Then include the **key responsibilities** of the function.
5. Include a bulleted list of the required **hard and soft skills**, professional and educational experience, as well as any nice-to-haves. Just be sure to specify what is required versus preferred.
6. Unpack the **benefits and perks** of your company. This section may work best as a paragraph or a bulleted list. Highlight all the wonderful things that keep you coming back to work every day. This is a great place to mention some of the more enticing or unique benefits you offer.

Get expert feedback on your job description for free!

Send us a copy of your current job description along with your availability to AskTheExperts@mckinleyinc.com and someone from our team will schedule a review session with you ASAP.



DID YOU KNOW



**Did you know 6 out of 10
marketers are **NOT** looking to
change jobs?**

We can help.

**Our team of experts is trained in finding
even the most passive job seeker.**

Find Talent

**Submit the online talent request form
and get started today.**