

1

Play it straight with the job title



An eye-catching job title won't generate more views and applicants. If candidates don't understand what you're looking for, they won't apply.

Stick with standard job titles and common, search-friendly keywords. You'll have a better chance of people clicking through to read your job description.

Instead of...	Try...
Biz Dev Rockstar	Senior Account Executive
Web Marketing Guru	Digital Marketing Manager
Resident Hacker	Network Security Engineer
Office Extraordinaire	Office Administrator

2

Be conversational



Imagine you're speaking with a friend over coffee. How would you explain the job? How would you describe his/her responsibilities?

Now write your job description that way.

Keep it punchy, direct and friendly. Avoid abstract jargon and clichés. Go for a laugh. Get creative and you'll make your job description more engaging.

Instead of...

"Must demonstrate the ability to work in an unstructured, collaborative environment"

Try...

- Change is not a scary word to you. You thrive in organizations that constantly adapt and evolve.
- You jump at the opportunity to collaborate with colleagues on projects.

3

Show candidates that they'll make an impact



Nearly 60% of recent job switchers said that they accepted their new job because it offered a stronger career path.* In your job description, highlight how the new hire will grow, learn and make an impact.

4

Attract qualified applicants



Skills, education, and experience are often optional fields in a job description, but they are essential to getting and identifying qualified applicants.

team.

For example, explain why the role is important to the business and the community. Excite candidates with specific projects they will be tasked with. Describe what success looks like in the role.

Rectangular Snip

Instead of...

Try...

"This person will provide leadership to the direct sales team."

"You'll lead and motivate a team of 50 salespeople to increase revenue by 10% in your first year."

"Identify and develop brand strategy."

"This is an opportunity to shape the company's future. You'll define our brand positioning and build a strategic roadmap."

5

Rectangular Snip

Paint a picture of your company culture



Get the right candidate's attention by infusing your company personality into your company description.

6

Write with a mobile-first mentality

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More than 50% of job views on LinkedIn are on mobile devices.
A smaller screen means you need to make every word count.

most relevant skills, so match your skills to qualified candidates

+ Sales + Marketing Strategy

First, determine the responsibilities and skills needed to successfully get the job done. Avoid a laundry list of qualifications (we recommend 5-10) and balance your list with hard and soft skills.

Then, think about the industry background and experience needed. Identify what's mandatory and "nice to have" before putting it to paper.