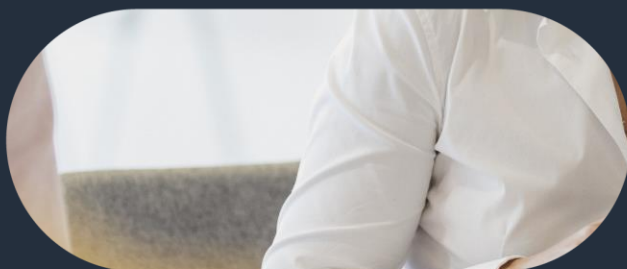
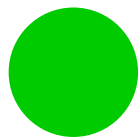




# How to craft a Great Job Description



Crafting a powerful job description is important to helping you attract the most qualified candidates for your job.



A great job description can help your jobs stand out from the rest. Your job descriptions, after all, should be where you start marketing your company and your career to potential talent. The secret to writing a great job description is to find the perfect balance between providing enough detail so that potential talent understands the role and your company while keeping your report concise and to the point. Not only are job descriptions useful in attracting great talent, but they help to manage this talent too. A well-written job description outlines what is expected of an employee that fills the role, and it assists you, the employer, to define the necessary skills, training, and qualifications needed for the job, which are all very useful when looking at your talent matrix when succession planning. In addition, the job description sets out the baseline performance objectives of the role, setting the tone for employee evaluations down the line.

Here are tips on how to write a great job description:

The Job Summary

The job summary needs to capture the reader’s attention. It should introduce your company and share why they should apply for the role.

Here are tips on how to write a great job description:



The company vision, mission, and culture.



Whom the position reports to, this is generally indicated as a function, not a specific person. This gives the reader context of where the role fits into your company. Specify how the position fits into the organisation. This will help potential talent is seeing the bigger picture and understand how the role impacts your business.



Location. Now that we live in a more remote world of work, this may not be as prevalent, but it is essential to include this.

Job Titles



When writing your job titles, keep them specific and avoid internal jargon. Targeted job titles are more effective than generic ones, so be precise by including key phrases that accurately describe the role.

## Roles and responsibilities



Make sure your list of responsibilities is detailed but concise. Include the most critical aspects of the role that would not usually fall under the generic definition of a job. For example, you may be hiring an Outsourced payroll administrator to support a customer based in Kenya. The potential candidate needs to have a sound understanding of Kenyan payroll laws; specify this.

## Qualifications and skills



The job description should specify education, previous job experience, certifications, and technical skills required for the role. It's a good idea to include soft skills, like communication, attention to detail, and problem-solving. While you may be tempted to include every requirement you envision for your ideal candidate, remember to keep it concise.

## Salary and benefits

Great candidates look for opportunities that meet their salary needs and that meet their career aspirations. That said, you don't want to publish in open forums or social platforms what the exact salary for the role is. Instead, include a salary range. If this is not available, indicate that the salary for the position is market-

related in relation to experience, skill, and qualification. It is vital to include other benefits of working for your company. Things like leave days if offered outside the standard basic conditions of employment, flexible hours, company subsidised medical aids, and or pensions.



## Now that you know how to write a great Job description, here are the top 4 mistakes to avoid:

1

### Using Internal Terminology

Stick to well-recognised requirements that appeal to the widest possible audience.

2

### Not Involving All Stakeholders

The most accurate job descriptions are produced with the involvement of business areas. When defining what a role entails, do so with the input of HR, line management, and employees in a similar function.

3

### Being Unrealistic

A job description should always be an accurate representation of the role.

4

### Not Regularly Reviewing

The world of work is constantly evolving, and as such, your job descriptions must always reflect these changing requirements. Ideally, you should check your job descriptions annually and amend them appropriately.

The importance of taking the time to craft accurate job descriptions is evident. They are invaluable when attracting, hiring, and retaining great talent.





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