

Creating a Job Description

Instructions

An effective job announcement presents the relevant information in a clear, organized, and understandable manner. Additionally, it uses language that is promotional so as to attract good candidates. The typical job announcement should contain the following components:

- **Name of Company:** To avoid posting a “blind” ad, it is necessary that the name of the company be clearly disclosed. The company’s name may be accompanied by a location or address (City and State), and website address.
- **Job Title:** The title of the position should be clearly stated. For better response, the job title should be descriptive rather than generic. An additional notation might indicate whether the position is fulltime, part-time, temporary, or an internship.
- **Job Description:** The duties and responsibilities of the position should be summarized. The description should state typical tasks and expectations and generally describe what the candidate will be doing on the job.
- **Qualifications:** The qualifications and technical requirements of the position should be itemized in a concise manner. Job qualifications might include such prerequisites as education (degree, academic major, coursework, training, grade point average), experience (type of previous work, type of previous work setting, previous activities, length of service), work-related skills (business, administrative, financial, organizational, interpersonal) and technical proficiencies (computer skills, language skills, engineering skills). It might be necessary to state qualifications in terms of the sought level or extent by using descriptive verbiage (required, desired, a plus, familiarity with, proficiency with, thorough, strong)
- **Optional Notes:** It may be necessary to include a note regarding citizenship requirements. To enhance the attractiveness of the announcement, an ad may include a brief description of the company and references to the training schedule, advancement potential, salary, and benefits.
- **Contact Information:** All ads should include the contact name, mailing address, telephone number, and e-mail address.

Notes

Job announcements should not include any discriminatory language. It is inappropriate, unethical, and in many cases illegal, to solicit candidates based on features such as race, gender, nationality, ethnicity, age, sexual orientation, religion, or political affiliation

Template

Name of Company: _____

Job Title: _____

Job Description: _____

Qualifications:

Education: _____

Experience: _____

Work-related Skills: _____

Technical Proficiencies: _____

Optional Notes: _____

Contact Info: _____

Application Instructions: _____

Sample

Aardvark Company

Store Manager

Oversee business operations, supervise staff, coordinate sales, and ensure effective customer service. Responsible for staff training and development, inventory control, merchandising, and sales reports.

Bachelor degree in management and 2 years managerial experience required. Experience in sales and customer service desired. Proficiency with HR functions and inventory control helpful. Strong supervisory and administrative skills needed.

Potential for advancement to District Manager. Annual salary range: \$60-80 K. Benefits include medical insurance and employee discount.

Joe Smith, Regional Manager

Aardvark Company

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Apply online in DragonTrail.