

## Write job descriptions that attract purple squirrels

Imagine a world where purple squirrels find you. That's what this job aid is designed to help you do. Instead of posting a run-of-the-mill job description online and hoping for the best, use this job aid to create the perfect listing that attracts the best talent. Make sure to include these five sections.



### 1. Story & mission

What's your company's story and mission? Candidates want to know! It's important to describe these in the job description so candidates know they're applying to a company whose culture and values align with their own. According to a 2019 Glassdoor survey, more than 77% of adults would consider a company's culture before applying for a job there, and 79% would consider a company's mission and purpose before applying.



### 2. Job responsibilities

The information in this section should provide the applicant with a clear understanding of the position's essential duties and responsibilities. Provide examples and use phrases like:

- "What you'll do..."
- "Sounds like you if..."
- "You might be the right fit if..."



### 3. Job requirements

This section addresses the education, experience and qualifications necessary to perform the duties required to function at the position's classification level. Make sure to cover, in detail, what content will be required, who the core audience is, the method of delivery, stakeholder management and how the program will be evaluated.



### 4. Sale of the opportunity

Remember, great candidates are typically choosing between 2 or 3 opportunities when making a final decision. Oftentimes, we are too busy and wrapped up in getting talent in the seat that we forget to sell our opportunity to get a great candidate vs. a good one. Why do *you* love being on this project, team or company? Excite candidates about the chance to experience what your company can offer that others can't. But be real with your excitement.



### 5. Ease to apply

Make the application process easy. One way is allowing them to submit their LinkedIn profile instead of attaching a resume. The goal is to get as many applicants as possible to pick the top few to interview, and then judge aptitude through the interview process. Most candidates are finding jobs on their mobile device. According to Appcast, 60.7% of job applications were completed on mobile compared to 39.3% on desktop in 2020. And they might only be searching during short windows, so you have to catch them at the right time.