

Are Your Job Descriptions Electromagnets?

Are your job descriptions outdated, incomplete, or boring? If so, you're wasting weeks on the wrong candidates or, worse, hiring the wrong people. Here's another approach.

The perfect job description is three things at once: magnet, filter, and management tool. It compels only the best candidates to apply, and it persuades unfit candidates not to apply. It sets exciting challenges and high expectations. It helps new hires start working seamlessly with their peers.

Propagating Confusion Far and Wide

Besides wasting time on pointless interviews, bad job descriptions lead hires in the wrong direction on day one. The problem compounds when hiring a new manager, who takes their *whole team* in the wrong direction. You can lose a year getting them back into alignment.

The cost isn't just to the organization. You waste the candidates' time; you get their hopes up at a vulnerable point in their lives. It's inhumane.

And job descriptions aren't just for hiring, they should also help you manage current employees. Bad job descriptions confuse teams about who does what. Is your own job description even 75% accurate? How does it affect your performance review?

Answer These 6 Questions With Gusto—And stick to one page!

Make each job description a marketing brochure. Use all of those writing and visual elements: headline, logo, font, colors, imagery, etc. See the next page for how to answer these six candidate questions by being direct, bold, and genuine:

1. How can I make a meaningful difference?
2. What's it like working at Acme Widget?
3. How will I spend my time (regular duties)?
4. Who will I work with? Who will I work for?
5. What kind of support will I get?
6. What are the essential job requirements?

Follow best practices and examples: search for [5.2.4 Job descriptions](#) at The Index (www.theindex.net).

Annual Maintenance: Mesh or clash?

A job description should be a positive and useful supervisory and development tool. So, each year, ask employees to critique their job descriptions, then pin all those descriptions on a wall and then see if they mesh or clash within your real organization chart.

Created by subscribers to The Index: Magalie Aveno, Matt Bernard, Bob DeVita, Lexi Hannemann, Nick Drewson, Corey Knautz, Jerry Pettigrew, Bill Mitchell, Bryon Johnson, Suzanne Restaino, Derrick Van Mell. **Contact us via** www.theindex.net.

SAMPLE

logo

JOB TITLE *Don't play marketing games with the title so you don't screw up your organization design*

HEADLINE (7 words max, but 5 is better): *Write this last. Throw down a challenge!*

HOW CAN I MAKE A MEANINGFUL DIFFERENCE?

(50 words max) Write this second to last. You might use an AI tool. Is this a new or existing role? Is there a big challenge? **Our mission:** Keep this to ten words.

WHAT'S IT LIKE WORKING AT ACME WIDGET?

See sample for ideas

HOW WILL I SPEND MY TIME?

You might add here two crisp sentences. A pie chart or other diagram can give a better feel. Then perhaps add a short bullet list of occasional responsibilities.

Stuff happens, but this pie chart gives a sense of how this manager might work. *What do you think?* By the way, up to XX% remote work is possible and travel is limited.

Who will I work for? Who will I work with? You'll report to the [title]. That's now First Last. You'll take over a team of about X people, most of whom have X years of experience. Our CEO is First Last.

What kind of support will I get?

Describe your onboarding and development program. We take management seriously. All our managers are held to the technical, ethical, and educational standards of the Center for Management Terms & Practices: www.theindex.net.

WHAT ARE THE ESSENTIAL JOB REQUIREMENTS?

Please don't apply if you don't meet these requirements. A bad fit is bad for both of us.

Education:

Experience:

3 Good Questions. If these kinds of questions don't light you up, this might not be the right job for you:

Craft rich discussion questions, not obvious interview questions.

1. What's unique about managing salespeople?
2. When did your coaching a salesperson make a big difference?
3. How can cross-functional relationships improve sales?

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REQUIRED

- Pay range
- Compliance info.
- Contact info.



INSIDE SALES MANAGER

Lead a New Team to Margins & Glory!

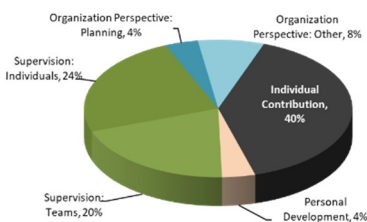
HOW CAN I MAKE A MEANINGFUL DIFFERENCE?

Forge this group of experienced salespeople into a team that doesn't just *sell* our drug infusion offerings but *builds partnerships* with each Acme customer. **Our mission:** We help researchers develop life-saving medical devices. We think that's a big deal.



WHAT'S IT LIKE WORKING AT ACME WIDGET?

We can tell you we're great, but our extensive selection process would let you form your own opinion. But as a privately-held company, we can focus on the long-term, including waiting for talent.



HOW WILL I SPEND MY TIME?

You'll join our senior managers in planning, coaching, and leading toward our vision of success. We're a scientific organization, so you'll love using systems and data to convert leads into high-margin sales—and having the deep satisfaction of seeing your team reach its full potential.

Stuff happens, but this pie chart gives a sense of how the Inside Sales Manager might work. *What do you think?* Up to XX% remote work is possible and travel is limited.

Who will I work for? Who will I work with? You'll report to the SVP of Sales, who is now Sally Jones. You'll take over a team of six people, most of whom have over ten years of experience. Our CEO is Sam Johnson. Check them all out on LinkedIn.

What kind of support will I get? We start our on-boarding with our "How We Connect" discussion of cross-functional collaboration. We hold all managers to the technical, ethical, and educational standards of the Center for Management Terms & Practices: www.theindex.net. We provide robust management training; our performance reviews are positive and constructive.

WHAT ARE THE ESSENTIAL JOB REQUIREMENTS?

Education: Management degree or certification

Experience: Three years managing an inside sales team

3 Good Questions. If these kinds of questions don't light you up, this might not be the right job for you:

1. What's unique about managing salespeople?
2. When did your coaching a salesperson make a big difference?
3. How can cross-functional relationships improve sales?

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