

# Writing a Job Description

## THE JOB DESCRIPTION

To grow the company, it is critical that you hire well. To hire well, it is usually critical to hire people beyond your immediate network of friends and acquaintances. To do this, it is important to create a job description that describes the job, the expectations, and the reason why someone would want to work with your company.

The key components to a well-written job description should include the following elements.

## KEY ELEMENTS

<b>Opportunity</b>	<p>What is the opportunity? Describe in a clear and compelling way, in 1 – 2 sentences why your company is exciting and worth the risk.</p>
<b>Responsibilities</b>	<p>Describe the responsibilities for the position:</p> <ul style="list-style-type: none"> <li>• What will the person do every day?</li> <li>• How is outstanding performance defined (and measured)?</li> <li>• Be very clear that you will be measuring performance and not effort.</li> <li>• This is very valuable for your own planning and, later, for evaluating the employee’s performance.</li> </ul>
<b>Required Skills</b>	<p>What skills and personality traits will lead to success? What are the obvious skills a candidate needs to succeed (e.g., sales, programming, manufacturing)?</p> <p>Describe these and use these to guide your interview questions and to identify key accomplishments in a candidate’s history that demonstrate those skills.</p>
<b>Compensation</b>	<p>What is the compensation? Show that you are at least thinking about them...but avoid putting specific numbers in the job description (you may want to change the salary because you find someone exceptional, or who is more risky).</p> <p>If you provide a range, people will always expect to be at the top of the range. Instead, talk about how the compensation will be divided between salary and options.</p>
<b>Contact Information</b>	<p>How should the candidate apply? Make sure you provide contact information for the candidate on where and how to send their resume and application.</p>

Exercise

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## THE CHALLENGE

Write your job description then when you are ready, send it to everyone you think has access to the kind of people you are looking for.

Make sure it is a fully self-contained document that others can simply forward (and that does not require an introduction). If you have a logo/letterhead, use it. If not, put one together. This document will likely be the first impression people have of you and your company.

<b>Job Title</b>	
<b>Opportunity</b>	
<b>Responsibilities</b>	
<b>Required Skills</b>	
<b>Compensation</b>	
<b>Contact Information</b>	