



Recruitment Guides: Creating a Job Description



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Job Specification

Why is a job description important?

Whether you choose to source talent through internal recruiters, agencies or executive search firms, knowing what you are looking for is critical.

Finding people without knowing what you're looking for will be like hunting in the dark. Job specifications don't need to just include the salary and qualifications. The most important part of the description is what you can offer as a hiring manager and what the company can offer.

Include the following on your description

1. What is the role title?

A general job title is fine at this stage, but it should coincide with the responsibilities of the role. Make sure the role title reflects the main duties but is flexible if the right person wants to change it.

2. Who does the role report to?

People want to know who they will report to to determine where they will sit in the company's hierarchy. Also mention any mentors as this can attract people to join your company.

3. What are the main responsibilities?

Describe day to day activities and general responsibilities to give a well rounded image of the role. A brief description will give people an insight

into whether it's right for them.

4. What experience and qualifications should the person have?

Describe the experience the ideal candidate should have as well as the qualifications that are necessary for the position. Split the necessities from the 'ideally would have's' as it will allow room from different profiles to be open minded about the position.

5. Where should your ideal person be working now?

Will your ideal candidate have experience working for a competitor? or will they work in a certain industry already? Include these details on your job description too.

6. Will there be travel involved?

Some people don't want to travel so you need to let them know whether this will be a requirement. Mentioning travel will whittle out people who aren't interested in it.

7. What is your management style?

Letting people know what your management style is will encourage the right people to apply for the role.



What you should include

Salary

You don't need the exact salary on the job specification as it is likely to change depending on the person you want, however include a rough number or the level of the position i.e. mid-senior hire. Also mention the following if the role includes them: Bonus, commission, relocation package, pension, performance reviews, shares, options and RSU's.

Location

Let prospective candidates know where the role is based. Is it remote or do they need to live within a commutable distance from your offices?

Car/ allowance

Does the role include a car allowance? Mention if it does - people who currently have a car allowance are more likely to be open to the position if it offers the same benefits as their existing one.

What can you offer?

As a hiring manager what can you offer the candidate outside of money? Support, guidance and mentorship is always valuable and appreciated.

What can the company offer?

Mention growth opportunities within the company. Think long term when advertising what the company offers.

What you shouldn't include

Don't use internal terminology. Referring to internal terminology or company policies to candidates can deter people from applying or being targeted for the position.

Don't be unrealistic. The job description should be an accurate representation of what the ideal candidate should have. It should not be a wish list of must have qualifications and experience.

Don't use discriminative language. Certain words and phrases in a job description can be misconceived so be careful about the type of language you use.

Who should put the job description together?

It is normal someone in HR who puts the job specification together, however people in HR don't always know the role inside out. They are able to add all the benefits, perks and a general overview of the role, however, they are sometimes unable to make the role 'colourful'.

If the hiring manager is serious about finding the right person for the role they should work with HR to add a detailed job description along with the person specification. The hiring manager will know what it will take to succeed in the role - they should add their knowledge of the role into the specification.

Questions you should ask yourself before embarking on the recruitment journey.

1. Have you looked internally?
2. What is your degree of urgency for this position?
3. What is your ideal start date?
4. Is this a newly created position or are you replacing someone? Why did the last person leave?

Think what and who your recruitment process will involve. How many interviews will be needed? Will the candidates need to do a presentation? Who will interview the candidates?

For more information on managing your recruitment process contact Oakstone today.



