

WHITEPAPER

How to write an attractive job description

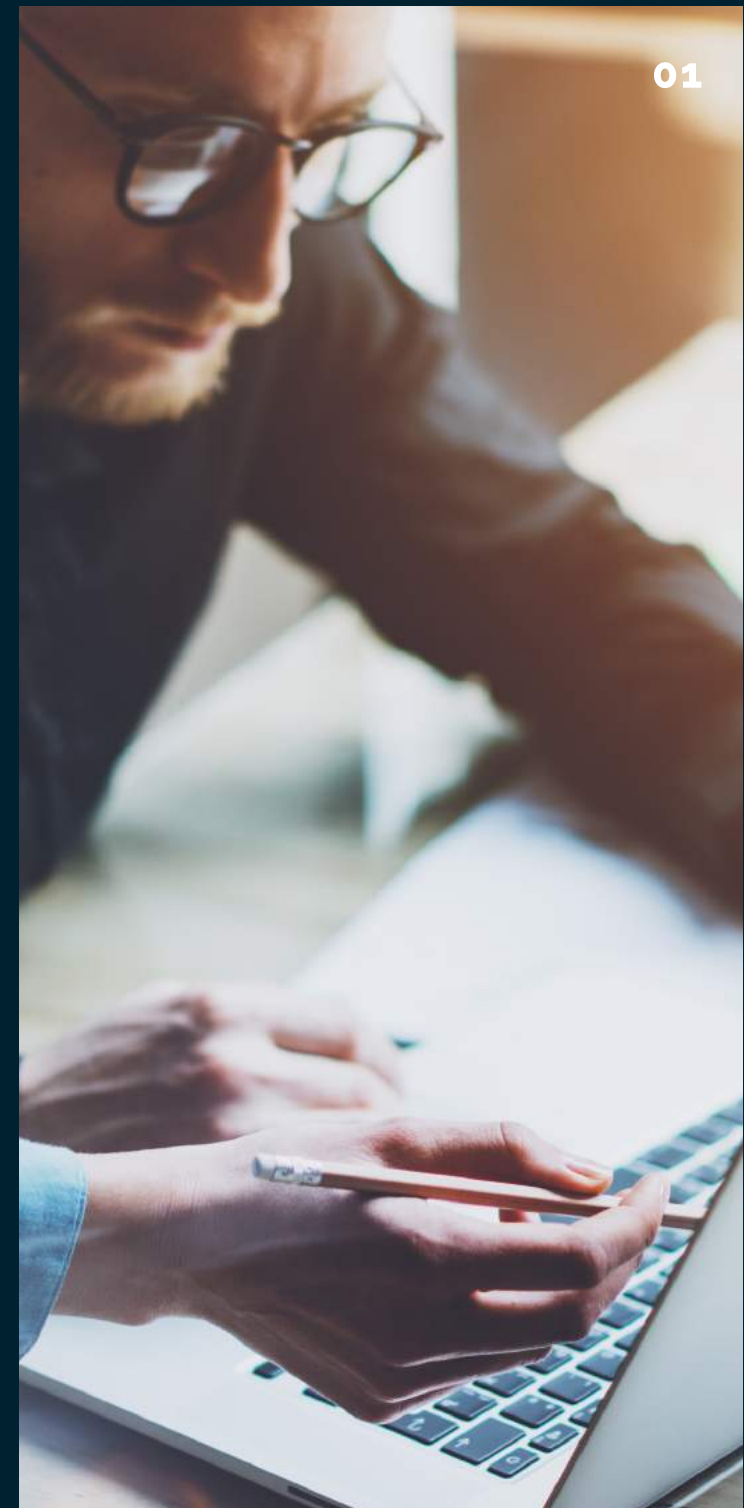


INTRO

Writing an attractive job description - the ins and outs

Your job description is the first time a candidate meets your company. And as the saying goes: The first impression counts! Your text has to be convincingly designed for the desired target group, so candidates will apply. Our recommendation? Put yourself in the position of your audience. Is the job description really appealing enough to click on the apply button?

A structured design of the job description, as well as a targeting oriented approach, will decide whether you will succeed in finding the right candidate. Read on to discover how you can reach your desired candidate. It's our recipe for success!



INTRO

Steps to success

This is the AIDA model, describing the four phases candidates go through from your first point of contact to applying for the job. Follow this model for a structured approach to your vacancy text.

AIDA stands for:

- Awareness
- Interest
- Desire
- Action



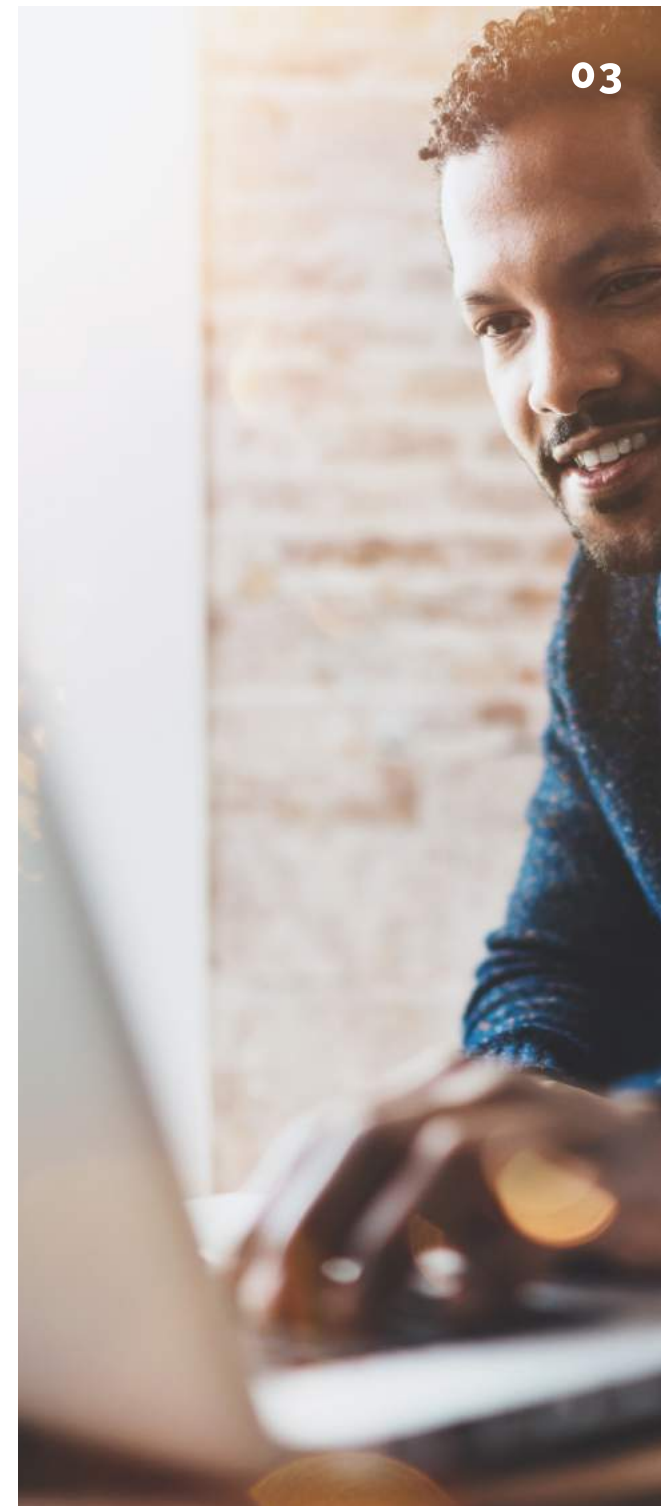
AIDA MODEL

Awareness

Start your job description with a target group oriented introduction, a so-called lead paragraph, which attracts the attention of your ideal candidate. Activate the target group by addressing them directly and actively.

In two or three sentences, your introduction should summarize the challenges and USP's of the job, the most important task or goal and the advantages of your company. Of course, these should all be translated to (the needs) of your target group! Because, let's be honest, writing from an organisational perspective (who do we need, what do we want on your cv) is not really appealing, right? Nor does it belong to present-day marketing.

Once you caught the attention of your candidate, round off the lead paragraph with a clear invitation to read on. In the bridge between the introduction and the actual job description, mention all the relevant framework conditions and information that are essential to the candidate. Start off with a good, relevant and searched job title, but also pay attention to work location, contract type and working time model.





QUICK TIP:

Benchmark the job title

Choosing your job title determines whether your job description will be found by your desired target group. Select the most relevant job title that is most frequently used in search queries of your candidates. Relevant specifications of the job, such as programming languages or a specific area of expertise help to draw the right attention to your vacancy.

If you're not sure, tools like Google Trends can help you choose the right title. A quick glance at the search results on the job boards can also tell you whether a job title is promising. You should really give it a try!



Search



Google Trends

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AIDA MODEL

Interest

In the "war for talent" it is not just important to create attention for your vacancies, but also to arouse interest for your job offer. We'll have a look at the best way to achieve this in the second phase of the AIDA model: Interest.

In the interest phase, two elements play a major role: What kinds of tasks the job entails and what the desired candidate needs to bring to the table (i.e. the candidate profile).



Tasks



Conditions

- Ongoing lists of tasks and skills are not only illegible, but they can also create a threshold and a reason for the candidate to drop out of the application process. We don't want that! Instead, consider: What must the desired candidate bring along? What would be a "nice-to-have", but is not absolutely necessary?
- In your job description, summarize the most important tasks and most relevant requirements in no more than 5 bullet points. This way you will ensure that the job description is visually appealing and has a balanced relation between the tasks and the profile.
- Structure your bullets according to relevance. Activities that are particularly important are mentioned first. The requirements that need to be met start with the hard skills and then move on to the soft(er) skills.



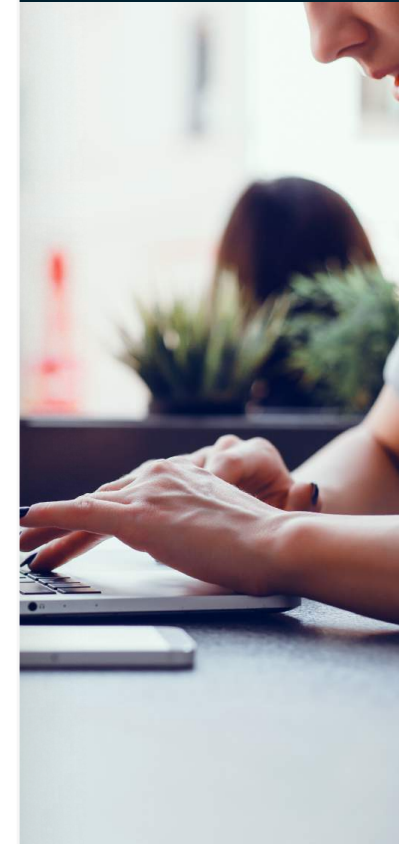


QUICK TIP:

The key to better searchability: Keywords!

To make your job searchable in the best way possible, it should include a suitable and relevant job title - but should also contain valuable keywords. This is the principle of Search Engine Optimization (SEO), which can be applied to your job descriptions as well as to your career page. This helps your candidates find your jobs through search engines and job boards.

Use relevant keywords in your job description. Give them a prominent spot in your subheadings, like: "What does your day as an Online Marketeer look like?" Repeat your job title a few times throughout the text. Keep a realistic keyword density to avoid so called "keyword stuffing" and use relevant synonyms.



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AIDA MODEL

Desire

In the third phase of the AIDA model, the aim is to transform the aroused interest into the desire to apply. To achieve this goal, you should take a closer look at your employee benefits and company description.

Scoring points with attractive benefits

In terms of benefits, the basic rule is: the more, the better. The benefits should ideally match the (needs and desires of the) target group. Candidates don't usually look at just one ad when looking for a job. With attractive benefits you can stand out from the crowd. With your benefits, you also give candidates a first impression of what they can expect from you as an employer. It is therefore important to remain authentic.

Is your annual Christmas party really the same as "regular team events"? And is it just as relevant for an experienced sales representative in a European sales force as it is for a young developer?



Corporate culture instead of product portfolio

In addition to target-group-specific employee benefits, a short description of your company is essential for a successful job advertisement. Limit yourself to three to five lines. If candidates want to find out more about your company, they can find out on the career page, via social media or employer rating portals.

When formulating this paragraph, keep in mind that you are promoting your company and not your product or service. So rather give an insight into the corporate culture than describe your product portfolio in detail.



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QUICK TIP:

Inquire!

Are you unsure which benefits are particularly important to your target group? Simply ask your employees in similar positions or the department for which you are recruiting, what is important to them? After all, they belong to your target group and can provide you with the best tips.

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AIDA MODEL

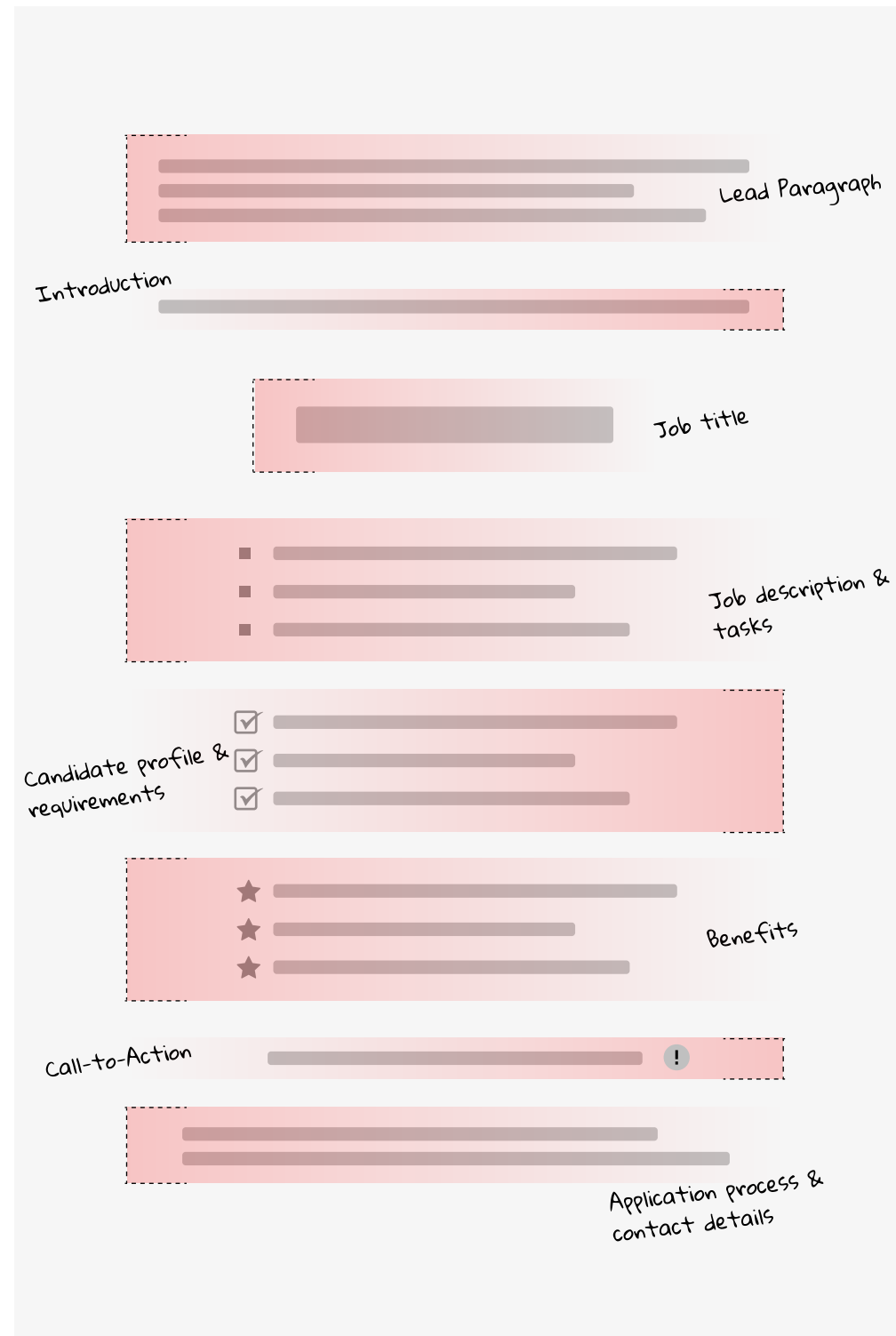
Action

As the title suggests, the last phase is to encourage candidates to take part in an action - in your case to complete the application. The best way to lead the applicant to the last phase is by including a short but concise Call-to-Action.

Explain in the following section how the candidates can apply for your job, which documents they have to send in and what the application process look like (closing date, first interviews, etc.).

Finally, we recommend that you mention a contact person with a telephone number, so open questions by the candidates can be answered quickly and easily. This also adds a personal touch to your vacancy!

And **action** - now it's your turn!



Need a little support designing your job description?

Don't waste any time and contact us directly! We look forward to helping you out.

