**Job Title**

### Job Summary

**a. Open with a strong, attention-grabbing summary.** Your summary should provide an overview of your company and expectations for the position.

**b. Grab your readers attention with details about what makes your company unique.** Your job description is an introduction to your company. Include details about your company culture to sum up why a candidate would want to work for you.

**c. Include an exact job location when appropriate.** When you provide an exact job location for online postings you optimize your job posting so it appears higher in job search results.

### Responsibilities and Duties

**Outline the key responsibilities of the position.** Make sure your list of responsibilities is detailed and accurate. Bullet points are a good choice. Emphasize any duties that are unique to your organization. For example, if you are hiring for an “Event Management” role and the position requires social media expertise to promote events, include this detail to ensure candidates understand the requirements and can determine if they’re qualified.

**Highlight the day-to-day activities of the position**. This will help candidates understand the work environment and the environment they will be exposed to on a daily basis. This level of detail will help the candidate determine if the role and organization are a right fit, helping you attract the best candidates for your position.

**Specify how the position fits into the organization.** Include who the position will report to and who they will be supervising. Expressing how the person will function within the organization, helps the candidates see the bigger picture and understand how the role impacts the company.

### Qualifications and Skills

**Include a list of hard and soft skills**. Of course, the job description should specify education, previous job experience, certifications and technical skills required for the role. Also include soft skills, like communication and problem solving, as well as personality traits that you envision for a successful hire.

**Keep your list concise. While you may be tempted to list out every requirement you envision for your ideal hire, including too many qualifications and skills could dissuade potential candidates.**