BJODSOIC

THE ULTIMATE JOB DESCRIPTION Swipe FILE



Introduction

What motivates a candidate to apply to your company? Besides compensation, a balanced work life, the opportunity to grow, job satisfaction, a conducive culture, supportive co-workers and a motivating boss; are a few factors that a prospective employee will look for.

How can you help a candidate understand what they are signing up for before you hire them? Can your job description play a role here? Yes! Absolutely. The job description you put together is a mode of communication. This is your chance to put your best foot forward and attract the right candidates by giving them clear and concise information.

When it comes to Job Descriptions, it is important to get things right, the first time.

Let's get started!



Your Checklist to Create a Perfect Job Description That Stands Out

Make sure all of these are checked off before you post, publish or put out your job descriptions.

Company Name & Description	
2 Core Values	
3 Benefits Offered	
4 Location	
Job Title	
6 Department	
7 Industry Pay	
B Description of Duties	
Demands (specific skill set, knowledge, experience or training required for the job)	
Qualities that are nice to have and would be an added advantage	
A Conversational CTA	

^{*}Keep this cut-out handy to stay on the right track when crafting your JDs

What to do and what no to do when drafting your job descriptions

DO'S

- Use bullets to break the monotony
- Keep the tone conversational
- Personalize
- Be specific
- Use the right keywords

DON'TS

- Avoid big chunks of text
- Stay away from jargon
- Keep it brief
- Don't sugarcoat the challenging aspects – great candidates want to make things happen

FACT:

More than 90% companies prepare painfully lengthy, complicated and boring job descriptions. Use this to your advantage and draft descriptions that wow your prospects.



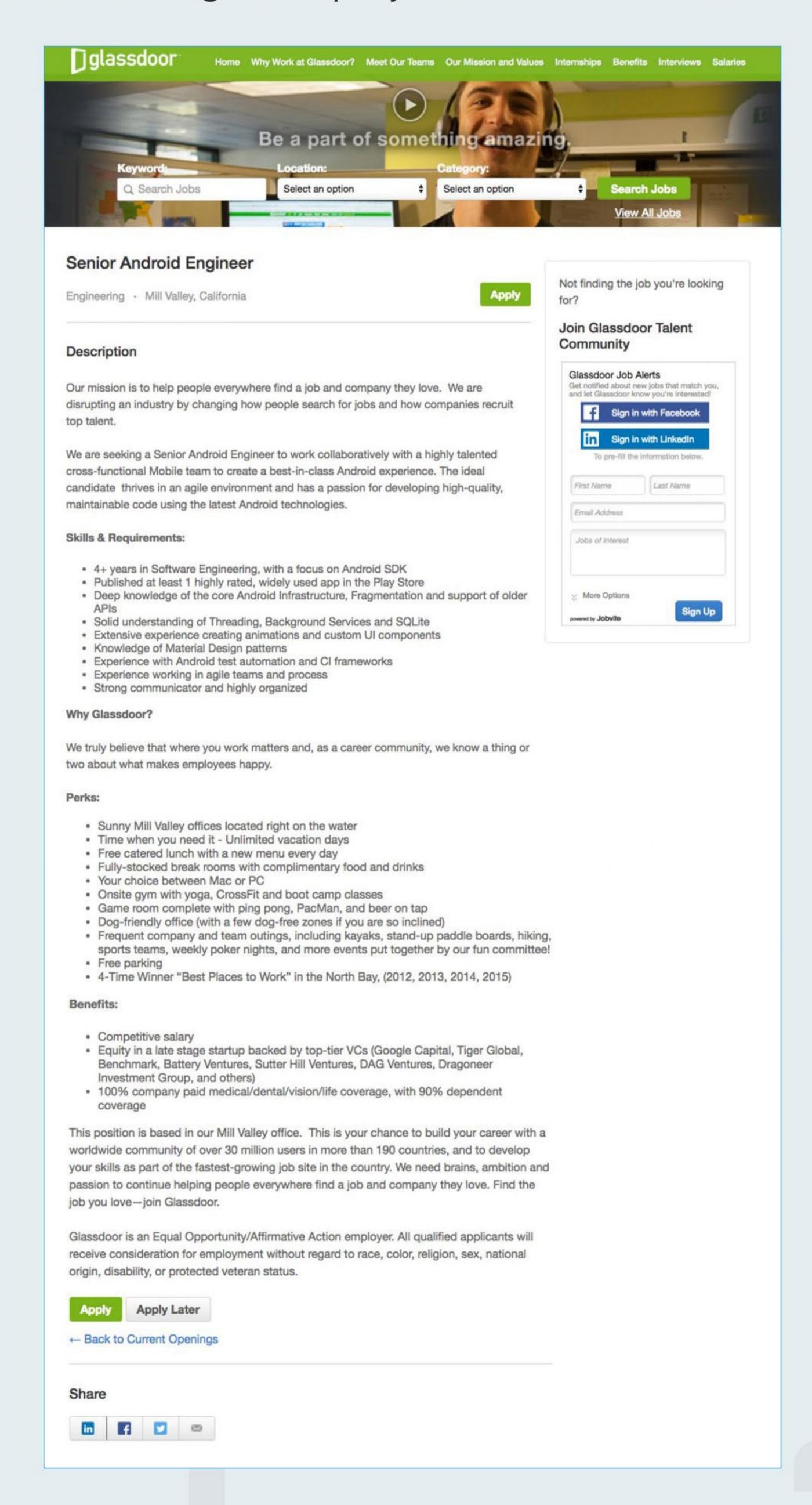
12 Job Descriptions

That Totally "Nailed it" (And why!)

→ To help you turn your seemingly endless and super boring job descriptions into magnets that attract top talent, here are 12 outstanding examples of effective job descriptions that you can get inspired by to write your own descriptions:

1 Glassdoor

- → A corporate video that shows your prospects that they can be a part of an amazing workplace can increase your application rate dramatically. See how Glassdoor does it brilliantly!
- → A cool logo and a contrasting color play make it all the more captivating.

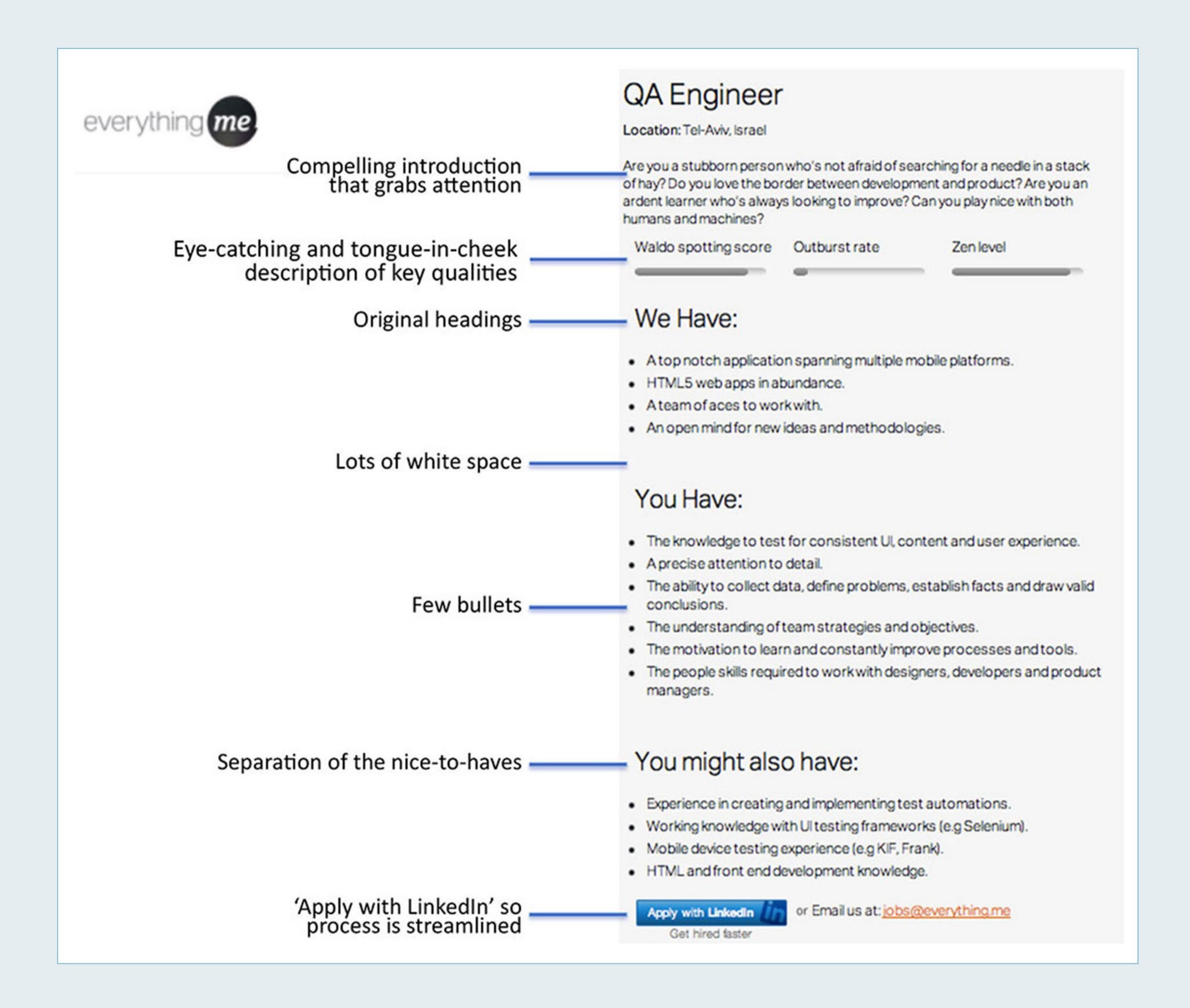




2 EverythingMe

EverythingMe has truly mastered the AIDA Model.

- → An attention-grabbing introduction that seamlessly makes a transition to interesting qualities that evoke a desire to apply without making it evident and finally comes the compelling CTA.
- → Specific, conversational, and engaging, this job advert is a marketing masterpiece.



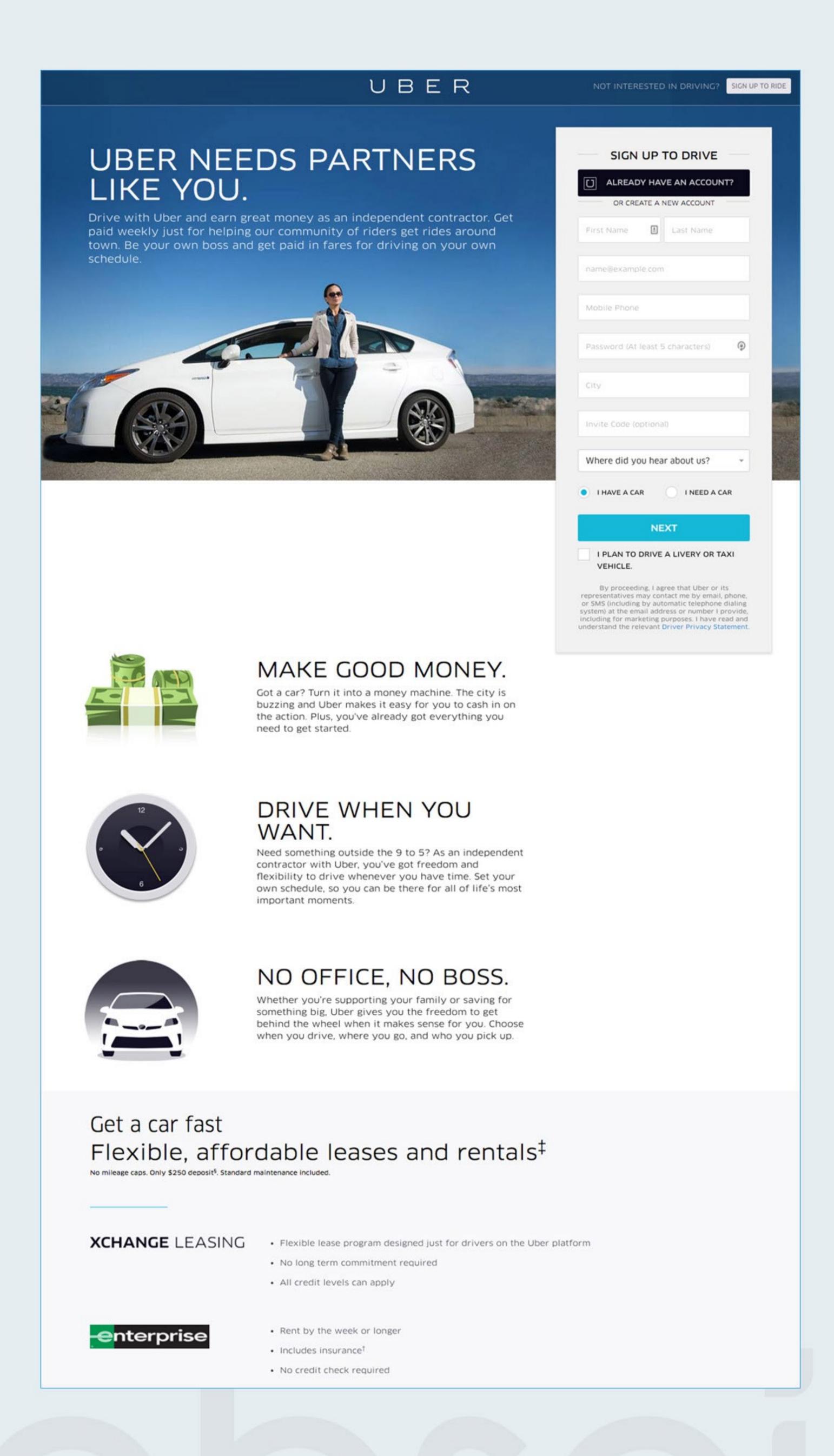




3 Uber

When you need a lot of people for a single job role, there are plenty of pointers you can take from this one.

- → Nothing beats a job description that conveys the freedom to be your own boss and who does it better than Uber!
- → We loved the way their job title makes the prospect feel like a "partner in business".
- → They know how to attract a millennial and it is evident in the way they have used their benefits - flexibility and easy financing.





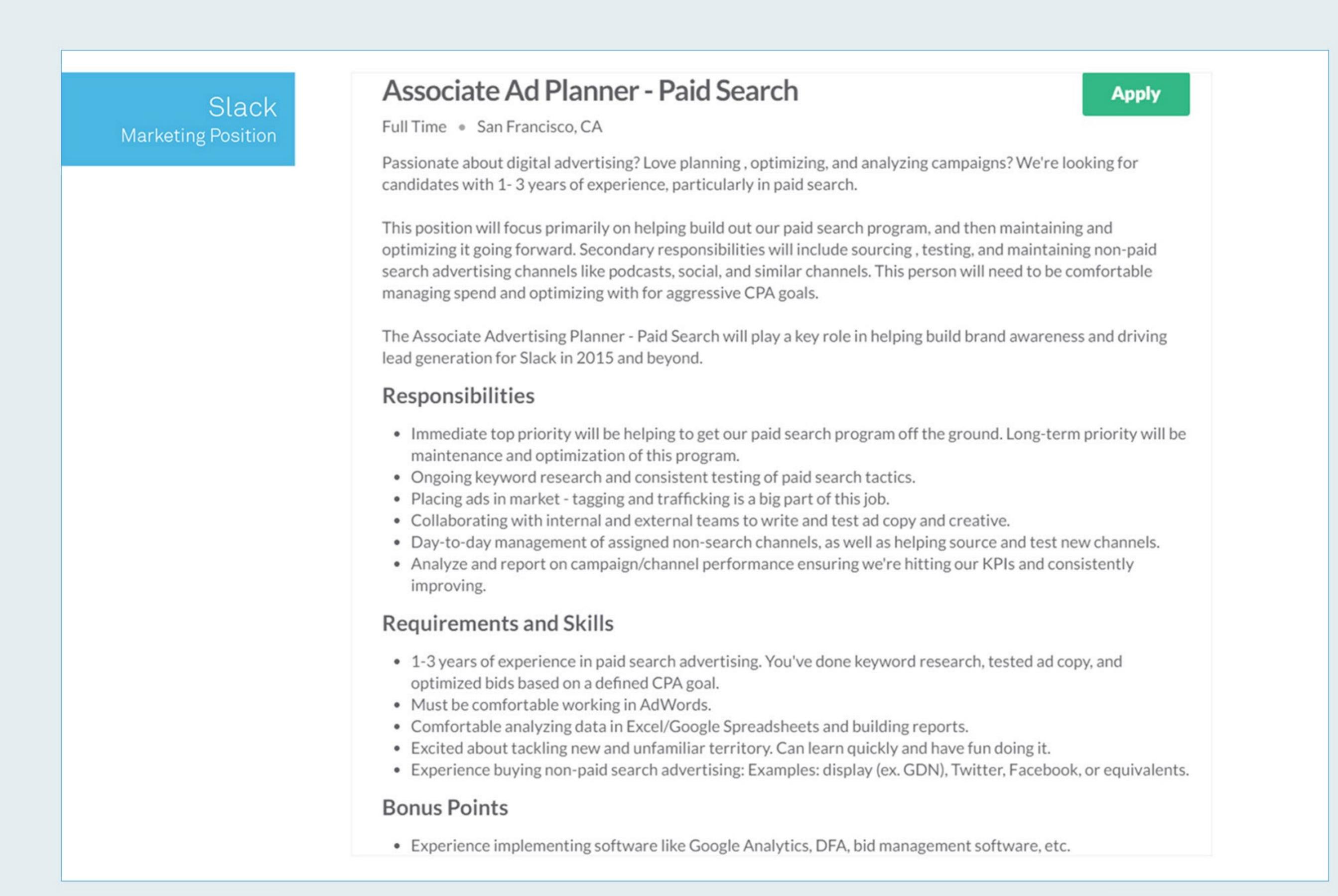
4 Red Bull

- → Packed with personality, this job description makes excellent use of every design element from typography and texture to size and space.
- → This is a stunning piece with creative section headings and personalized statements that influence candidates into thinking Yes! That's me.



5 Slack

- → Now this is what you call conversational, clear, and concise.
- → This job description by Slack does a great job by speaking directly to the prospect and breathing life into requirements and skills.







6 Meetup

- → Meetup teaches you how you can lighten things up and still add character.
- → Lengthy and mind-numbing is easy; short and succinct takes effort. Follow Meetup's example and keep your job descriptions brief, punchy, and conversational.

Meetup UI Engineer Position

Android UI Engineer

At Meetup, we bring people together. Every day, more than 15,000 Meetups take place on a wide variety of topics. To continue to help these communities grow—and to help new ones form—we're rebuilding Meetup to be mobile, lightweight, and personal, providing the best possible experience on every platform.

As an Android UI Engineer, you'll be building out the app and focused on building the best experience for our members. You'll work with our designers to make sure the app is beautiful, with our product managers to make sure it has the right features, and with your fellow engineers to make sure everything performs well. You be responsible for developing attractive and functional interfaces that adapt to a range of devices. You should be an advocate for Android best practices, great usability, and exceptional quality.

An ideal candidate has:

- · A mastery of Material, an aptitude for animation, and an inclination for interface design
- Experience developing a quality Android application from conception to launch
- Ability to develop attractive and functional interfaces that adapt to a range of devices
- Understanding of mobile UX and design best practices
- Commitment to helping cultivate local community worldwide
- A love of good software and design

If this sounds as exciting to you as it does to us, send us a few examples of apps you've worked on. We can't wait to hear from you.

Apply for this job





7 Snack Nation

- → This is a highly effective job description that uses a lot of "you statements" for a resonating effect.
- → The description is precise, to the point, and gives the candidate a good sense of duties and responsibilities.



8 Zappos

- → Zappos has effectively used proven winning advertising techniques in this job description that brilliantly talks problems, projects and preferences.
- → This influential job description efficiently uses the mental models of likability. An attention-grabbing introduction, tongue-in-cheek key qualities and a succinct separation of skills needed.

Zappos Software Engineer Position

Development - Software Engineering: Software Engineer

Description

What are you currently doing? We're building a system that serves the best customers in the world – The Zappos Family of Companies customers. Our custom-tuned web platform serves thousands of page views per second, drives our public API, sells lots of great merchandise each day, and uses some of the most cutting-edge technology available. We need you to come help us make this great system even better.

And... we're hiring like crazy right now, and looking for smart, forward-thinking problem solvers to join our worldclass technology team. We have built most of our systems on open-source technology. We use Solr, Drupal, Java, Elastic Search, EC2, and more (you can even help us figure out what else!).

As an Associate Software Engineer, you will be developing a mix of new features for the site as well as investigating cutting-edge technologies to make the site better (either more robust, able to handle more transactions, or simply provide a better customer experience).

Experience and skills needed to do that thing you love at Zappos:

- 3+ years production Java software development experience (6+ if not JAva or if no college degree
- Solid computer science fundamentals (theory, data structures, algorithms)
- Experience with Java frameworks / build systems (Spring, Maven, JUnit, Camel, etc)
- Familiarity with testing related technologies such as EasyMock, Mockito, Selenium
- Experience with Linux and Mac environments
- Experience with SQL and relational databases

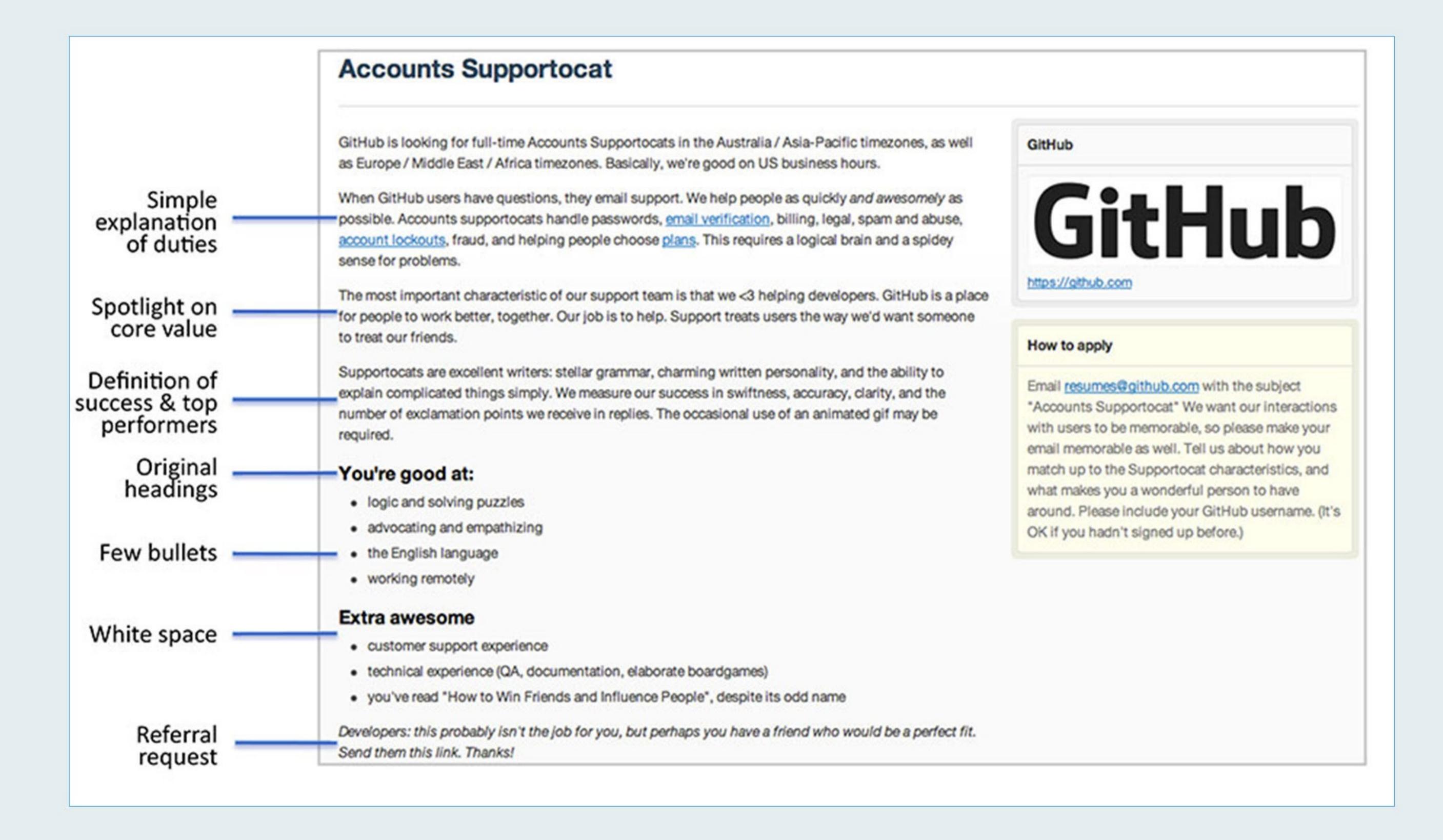
Preferred:

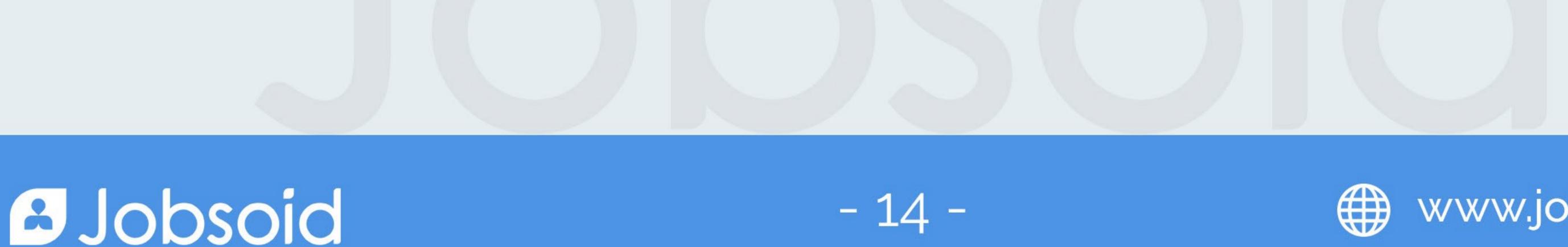
BS/MS in Computer Science



9 GitHub

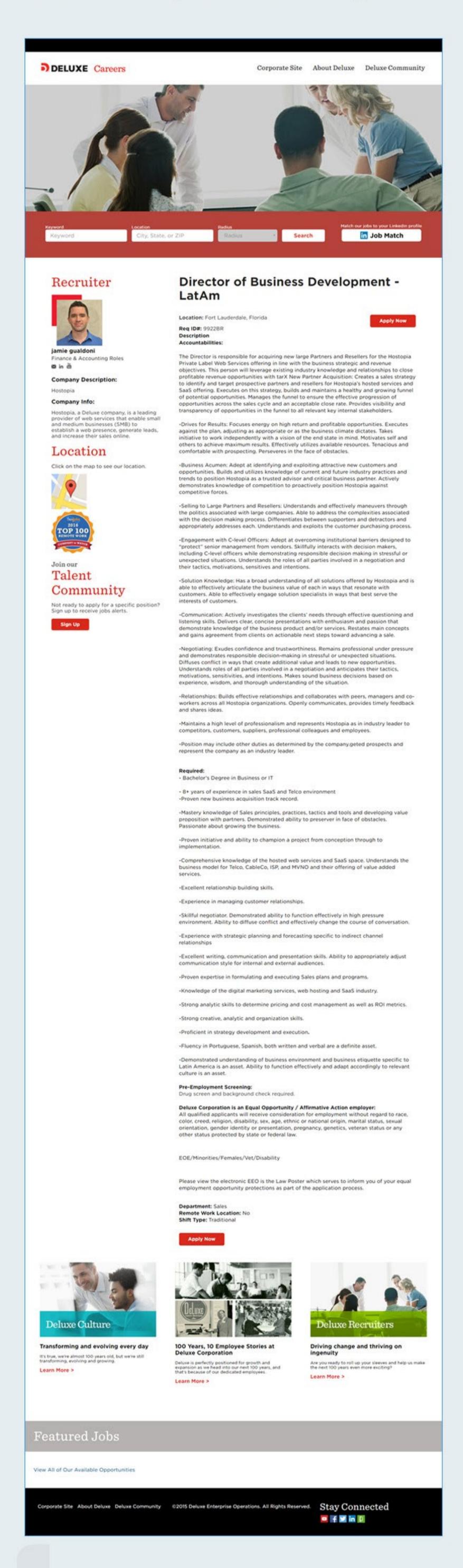
- → When prospective candidates feel that their personal goals are aligned with your core values and philosophy, they would not want to go elsewhere and GitHub has used this very well in their job description.
- → Additionally, the tone is conversational, sub-headings are catchy, language is straightforward, and content is packed with punch.





10 Deluxe

- → Social proof is a failsafe attention grabbing factor and Deluxe uses it efficiently to create a cognitive bias. This ingenious job description also gives a link to nearby gyms, restaurants, airport and schools.
- \rightarrow An explicit definition of the talent they are looking for truly inspires prospects to apply.

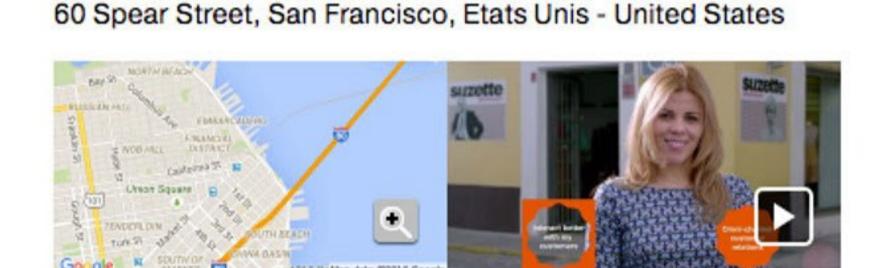


11 Orange

- Getting candidates interested is not an easy thing to do but Orange shows how you can do it effectively with this job description that brilliantly pairs a responsive design with a corporate video and social proof.
- → What we loved about this win-win description is the way it uses a 3-column layout to keep the candidates engaged.

Senior Account Manager - Integration Services ref: 540699 | 09 May 2016

apply before: 06 Sep 2016



Company

Orange Business Services





discover our recruitment process

Activities

Orange Business Services manages and integrates the complexity of international communications, freeing our customers to focus on the strategic initiatives that drive their business. Our extensive experience and knowledge in global communication solutions, together with our understanding of multinational business and local support in 166 countries and territories, ensure that our customers receive a consistent, global solution wherever they do business.

Department

Sales & Marketing Americas

About the role

Drive growth in revenue, margin and the number of services/solutions by increasing customer satisfaction and developing strategic relationships to align solutions to customer's Business and IT initiatives; develop and manage the professionalism, best practices and deliverables for each member of the extended account team, in order to distinguish Orange from other partners. Build customer loyalty through consistent performance that can be leveraged by other Orange account teams to grow revenue.

Opportunity Management - managing the customer relationship based upon direction and opportunity of new projects or technologies. Help to negotiate the best possible discount and deal deliverables to enhance our margins with our OEMs, e.g.: drive the DSA creation/submission with Cisco. Take the RFP response leadership role for IS deals. Participates in the customer's contract negotiations and responsible to ensure the commercials are in-place for ERS, Cobrand, LSA's (local country agreement) Try & Buy's, etc. Local DAC support assist/support the development of the Solution Review material for IS opportunities.

- Deal Development Provides leadership for deal shaping including the development of the financial pricing and analysis for all IS deals. Acts as the customer interface for developing deal creativity and financing solutions/options. SoA escalation documentation development (including the financial build for SoA compliance escalation). Ensures that the Clearwater back office teams understand any non-standard financial allocation of revenue/margin.
- Portfolio Expansion Expand the sales of additional portfolio deliverables to include Infrastructure Management, SD WAN for IS, LAN Audits, etc.
- Pipeline Management weekly updates and management of the territory's pipeline activity.
- Maintenance Renewal Pursuits Manage timely maintenance renewals working with Service Contracts Admin Team in Clearwater; keen awareness of service attach impact for IS sales on our NAM portfolio.
- Regional OEM Management responsible to engage and work closely with the local Cisco, RVBD, Juniper, Aruba and other OEM's for accounts in their territory. Primary interface with distributors and third party partners (Source 1, AVNET, etc.) to enhance territory offers. Drives customer satisfaction surveys for our Cisco Gold Certification metrics. For promotions - i.e.: Optimization Overdrive, OIP and TIP management, etc. for creation/submission to improve deal margin.
- Financial This position has revenue, margin, and order targets based on account assignment
- People management -. Can act as a team lead on occasion coordinating / managing a number of individuals for a specific opportunity. The team lead function would be within region, however it could be a global opportunity where coordination / management activity would crosses regional boundaries.

About you

knowledge and abilities

Ability to

- engage and partner with customer and internal staff as required.
- work in a virtual team environment.
- identify and qualify revenue generating opportunities
- draw upon personal relationships with software, hardware and consulting vendors in order to create more customer solutions.

education, qualifications, and certifications

- Degree in Business, Finance or other relevant field (or equivalent)
- Other (Desirable)
- Masters of Business Administration
- Membership in related professional organizations
- Certifications /accreditation in relevant areas

experience

- 6 to 10 years experience in consultative selling to, and relationship management of, large multi-national corporations.
- Experience in creating solutions for customers based on their business and IT initiatives rather than on a company's product offering.
- Proven track record in sales of quota achievement

- Experience selling to, and management of, customers with managed services in the areas of WAN, LAN, Hosting, Messaging, Security, VoIP, infrastructure management, mobility, outsourcing/out-tasking
- Understanding of the industry sector and key customers in that sector inclusive of related strategies and business challenges
- Partnering with software, hardware and consulting vendors, who have a multi-national customer base.
- Sales management experience.

Additional information

the benefits of being Orange
Because Orange Business Services hires the best people, we
work hard to provide benefits that make their lives better, so
we offer a comprehensive benefit program which features:

- health coverage for you and your family through medical, dental and vision plans
- financial protection through disability, life, accidental death & dismemberment, and business travel insurance
- a 401(k) plan in which the company matches dollar for dollar on a generous % you contribute
- tax advantages through flexible spending accounts that allow you to pay for specific health-care and dependent care expenses with pre-tax dollars
- to help you manage your work and life needs we offer an life assistance program, adoption assistance, tuition reimbursement, gym reimbursement, a group legal service plan
- homeowner's, automobile, cancer insurance, accident and pet insurance at group rates
- a generous paid time off program in which the benefits increase along with your tenure with the company

When you join Orange Business Services, you do more than simply switch companies to advance your career. You become part of the Orange family, a group of talented women and men who drive innovation, embrace change, and celebrate the global community which is Orange.

Contract

Regular

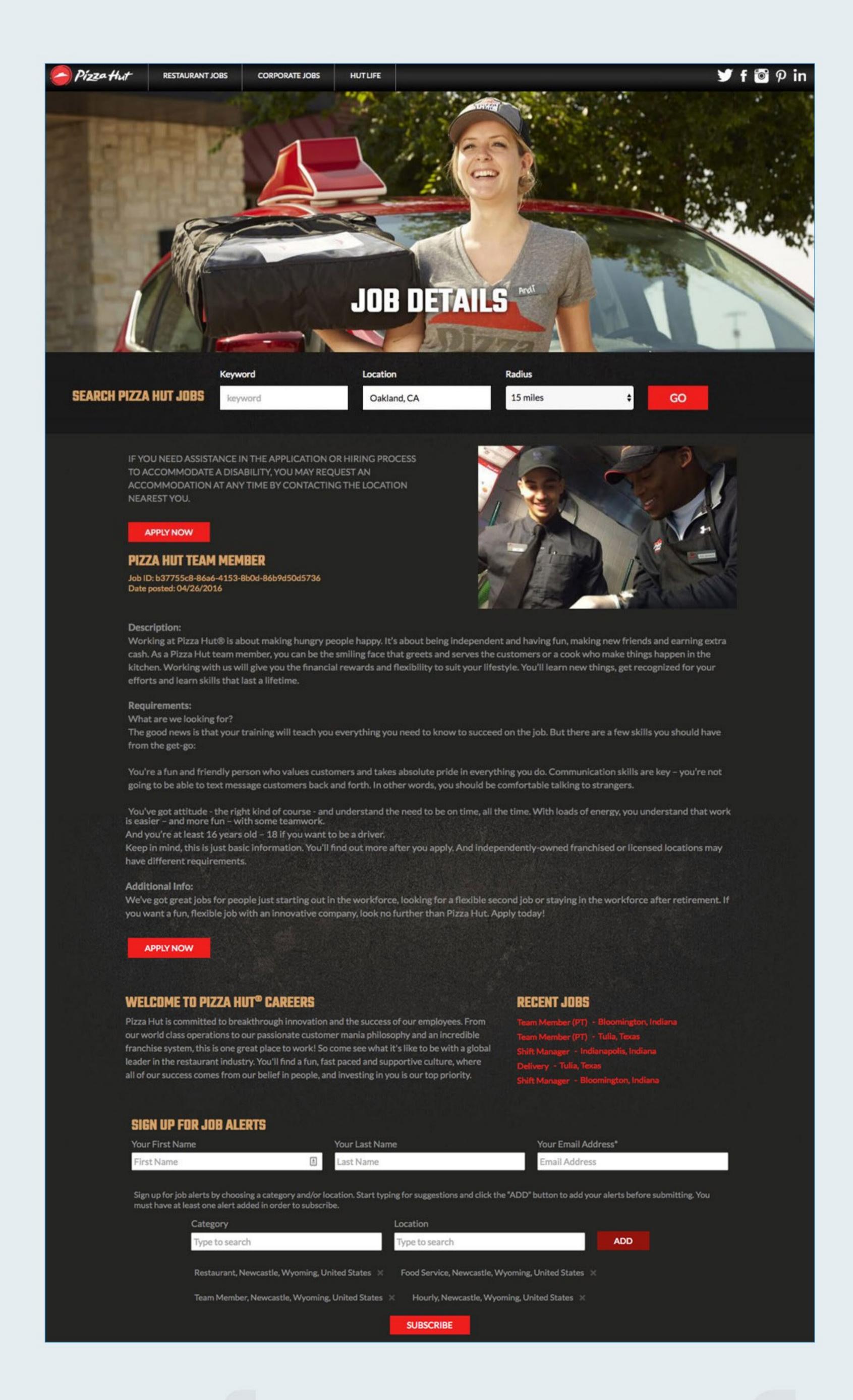
apply on line



12) Pizza Hut

When a job description goes commercial – this is what you get!

- → Leveraging the law of contrast, this job description by Pizza Hut makes excellent use of all the elements that go into making an outstanding job description.
- → From layout and content to color and calls-to-action, this strategically designed job advert truly nails it.



Conclusion

When job descriptions are done right, everything else just falls into place. Use this swipe file and get started with drafting job descriptions that can get you good hires. When you are done, post your jobs on popular social media platforms and preferred job boards to drive top industry talent. This is where you can use a feature-rich applicant tracking system like Jobsoid that allows you to share your openings on Facebook, LinkedIn, Twitter and multiple job boards in minutes.

Get started with a free trial now and use the "Post Jobs Everywhere" feature to save hundreds of work hours.