Job description checklist

Structure and content guidelines

☐ Structure your job description into four categories — the area, the role, responsibilities and job qualifications.

☐ Give candidates enough information so that they understand the work.

☐ Emphasize behaviors, not traits. Behaviors can be demonstrated and developed; immutable characteristics are often skewed based on stereotypes and presumptions.

☐ State the deliverables expected of them.

☐ Set expectations so candidates can understand if the role is right for them and if they are qualified for the role.

Language guidelines

☐ Infuse some personality into the job description -- this might be the candidate's first impression of what working at your company really means.

☐ Be inclusive and examine language for unconscious bias and gendered terms.

☐ Write the job role in second person and in a conversational tone to "speak to" the candidate (i.e., use "You," "You'll," etc).

☐ Use action verbs such as "plan," "engage," and "resolve" instead of "planning," "engaging," and "resolving" to describe the expectations of the position.

☐ Use objective descriptors (e.g. "experience managing a budget" or "experience litigating patent cases") that are concrete. Using phrases like "expert in technical writing" are not objective since "expert" is not defined.

☐ Avoid asking the recipient questions.

☐ Avoid jargon and acronyms.