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How To Write Your Own Job Description (With Examples)

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As you develop professionally, you might discover that your current job responsibilities no longer match your strengths, interests and abilities. When this happens, writing a description of the job you want to do can help your employer make better use of your talents. You might have to create a new position that maximizes your abilities and your job satisfaction.

In this article, we explain how to write your own job description and provide a template and example for reference.

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Why write your own job description?

Writing your own job description allows you to create the ideal job that benefits both you and your employer. Reasons you might write your own job description include:

- You want new or additional responsibilities
- You see an opportunity to contribute to your company
- You want to advance in your career
- You want to do something you love

Rather than waiting to find the perfect job posting or for your employer to promote you to a better position, take action by creating a new job description and presenting it to your manager. The benefits of writing your own job description include:

- Working on projects you enjoy
- Being more motivated and engaged at work
- Delegating tasks someone else does better
- Developing new skills
- Adding more value to the company

If your employer agrees to adjust your role to match the description you create, you might find yourself in a rewarding and enjoyable job made just for you.

Related: [How To Create a Job Within Your Company \(With Tips\)](#) 

How to write your own job description

When writing your own job description, think about how it benefits both you and your employer. The goal is to improve your job satisfaction while helping the company, such as saving time, boosting efficiency or increasing earnings. Follow these steps when writing your own job description:

1. Decide what you want to do


Start by identifying the projects and responsibilities you desire in your ideal job. Make a list of things you are good at and things you like to do. Then, list tasks your manager would find helpful and find the overlap between what you like, what you are good at and what benefits your manager. You might create a Venn diagram to visualize the relationships between the three lists. Focus on the areas of overlap when forming the foundation of your new job description.

Related: [How To Find Your Dream Job](#) 

2. Determine the need for a new position

Next, make sure there is a demand for a new position. Identify a need that other jobs currently do not meet or a problem that a new job might solve. Prove that the problem is big enough to require a new position, and be able to explain to your employer how your new role can solve it.

3. Create a job title

Give your new position a title that clearly states its responsibilities and purpose. For example, if the problem you identified in the previous step was a lack of brand recognition, you might call the position [Brand Strategist](#)  or Director of Brand Marketing. Research the types of positions other companies in the industry have created to meet a similar need.

4. Describe how the job supports the company's mission

Your new position should also support the company's goals. Write a statement describing how the role correlates with company values and how it can help the organization fulfill its mission. If the company has succeeded without this type of position, you need to convince them of its value. You should include this information in the job summary.

5. Write a job description

Create a strong and concise (usually a couple of sentences) summary of the new position. It should be an overview of the role, its purpose or value and your expectations for it.

6. List job duties

Briefly summarize the job's essential duties in one statement, then create a list of daily responsibilities. List duties in order from most to least important. Give yourself enough responsibilities to make the job worthwhile, but not so many that it seems unreasonable or overwhelming.

7. List your qualifications and competencies

Describe how your strengths and experience prepare you for this position. If you have worked at the company for a long time, you can use your years of experience to your advantage. Think about the projects you have had the most success with or things you have achieved. Also, look at your past performance reviews to identify the skills and strengths your manager highlighted. List these as main competencies.

Related: [10 Core Competencies and Skills Valued by Employers](#) 

8. Present the job to your employer

After writing your job description, present it to your manager in a way that emphasizes how it can make their job easier or more efficient. Clearly state how you can better help your manager, department and company if you were in this new role. For your employer to accept your job description, the position must match their goals and add value to the organization.

Related: [Tips You Will Need When Pitching for a New Position](#) 

9. Consider your replacement

Have a plan for who will take responsibility for your current job duties once you have a new position, and include this in your job pitch. You might continue performing some of your current duties in your new role, or you might provide recommendations for colleagues to delegate tasks to. You might also suggest making your previous position a part-time role. If someone fills your former job, offer to help train them.

10. Follow up

Your manager needs time to discuss your job description with company leadership and decide whether to create a new position. If you have not received a response within a week, follow up to ask if they have questions or need more information. If they accept your proposal, send your manager a formal thank-you letter expressing your gratitude and


Career Guide

During this process, you might benefit from talking to a mentor who can review your job description and give feedback. Your mentor might be a professor, former employer or colleague or trusted professional in the industry.

Related: [How To Write a Professional Thank-You Letter \(With Examples\)](#) 

Job description template

Job descriptions usually include important information such as the job title, summary, duties, skills, and qualifications. Use this template to create your own job description:

[Job title]

[Summary]

[A couple of sentences briefly describing the position's purpose and responsibilities]

[Duties]

- [Daily task 1]
- [Daily task 2]
- [Daily task 3]

[Skills and qualifications]

[Description of your qualifications]

- [Skill 1]
- [Skill 2]
- [Skill 3]

[Optional: Compensation and who the position reports to]

 [Download Job Description Template](#)

To upload the template into Google Docs, go to File > Open > and select the correct downloaded file.

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Job description examples

Here is an example of a job description you might write for yourself:

Job title: *Brand strategist*

Summary: *The brand strategist at Best Health Bars will be responsible for bringing national and international awareness to the company's burgeoning line of granola and protein bars. The strategist will research and anticipate market trends, create and maintain a consistent style and tone for the company's products and create and implement strategies for improving product branding.*

Responsibilities

The brand strategist will be responsible for influencing and monitoring the tone, style, and design of all Best Health Bars' communications, social media campaigns, web content and advertisements. Daily duties include:

- *Researching industry trends*
- *Developing brand strategies*
- *Analyzing and tracking the success of marketing campaigns*
- *Creating compelling stories and content*
- *Identifying new opportunities and audiences*
- *Presenting to partners*

Skills and Requirements

- *At least five years of marketing experience*
- *Exception written and oral communication*
- *Robust research skills*
- *Analytical and forward-thinking*
- *Good problem-solver*

- *Skilled in data tracking software and digital presentation programs*

The Brand Strategist will report to the [Director of Marketing](#) and work closely with the marketing department and creative team.



Brand strategists →

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