

Job details

What candidates want to know about the role



About the company

Candidates want to know who you are

This is your chance to 'sell' your company to candidates as a great place to work. Highlight the achievements and reputation of your company:

- Is your company local, national, or international?
- How many people work for your company?
- What is your company known for?



About the role

Candidates want to know what makes the role special

Provide a high-level summary of the company's goals, and explain how the role supports them:

- What are the reporting lines?
- Who are the stakeholders?
- How will this role contribute to the success of the company?



Duties

Candidates want to know what they'll do day-to-day

Make a list of the duties the candidate would be required to perform. Being specific about tasks helps candidates to work out whether or not they should apply for the role.

You should only list core duties - four or five are usually enough. Bullet points are an effective way of listing duties.



Skills and experience

Candidates want to know what will get them the job

List the skills and experience a candidates would need to succeed in the role:

- Are there any qualifications that applicants must have?
- How much experience (if any) do applicants need?



Culture

Candidates want to know if you share their values

Company culture is increasingly important for candidates when assessing whether they are a good fit for a company.

A video is a great way to introduce candidates to your company's culture:

- Why do people enjoy working at your company?
- What kind of people thrive at your company?
- What is the work/life balance like at your company?



Benefits

Candidates want to know what's in it for them

There's more to remuneration than just salary.

List the key benefits your ideal candidates would value most:

- Learning and development programs
- Flexible work policies
- Share options
- Mentoring.