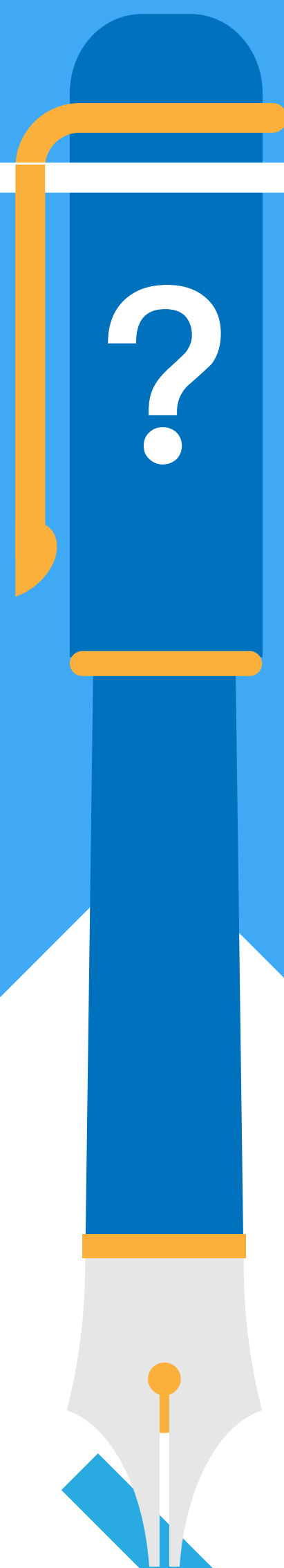


How to Write a Job Description
for Generation –Y Jobseekers?

如何針對

90_後

求職者寫好職位描述？



FreshLinker

Meet the Generation Y jobseeker 認識 90求職者

Before you start posting jobs, take some time to understand the Generation Y jobseekers. They're a generation who looks in more than one place and is more mobile than before. Job boards are still the most popular destination for active jobseekers, yet more are looking on social media as well.

在你刊登招聘廣告之前，不妨先花點時間去瞭解90後求職者的特質。90後是一個伴隨著資訊科技爆發式發展成長的時代，社交網絡、各種資訊科技的應用恍如他們與生俱來的能力。因此90後求職者有很多獨有的特質你需要瞭解，例如他們習慣從多個途徑獲取有用的資訊，雖然求職網站仍然是最受求職者關注的地方，但同時很多90後求職者也開始從社交媒體尋找機會。

With that said, they're also a generation who values company values and cultures greatly. A decent salary is no longer the sole attribute in attracting and retaining talents, in particular with the Generation Y jobseekers. And this is why more and more companies are investing heavily in boosting their talent brand.

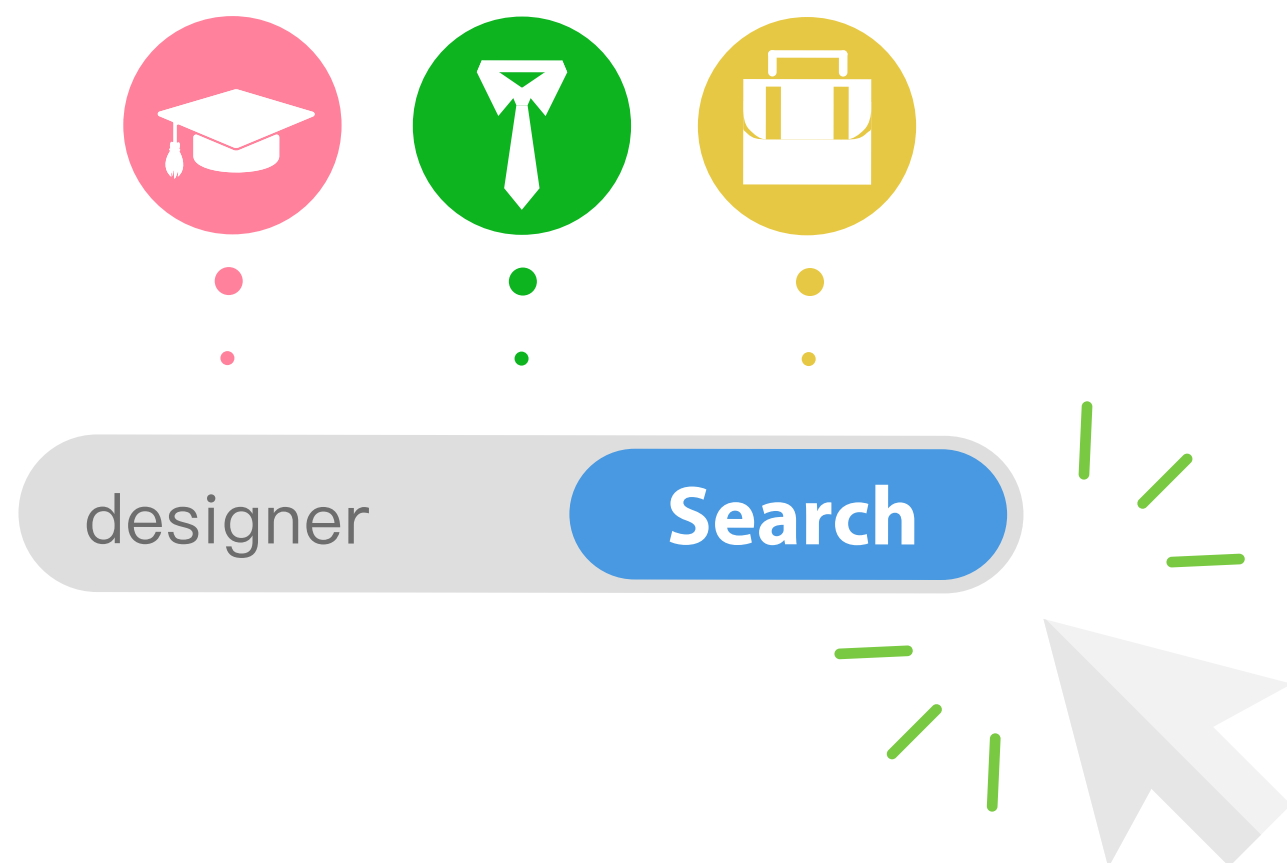
對於這個世代來說，一份豐厚的薪金已經不再是吸引及挽留人才的唯一因素，因為他們更加看重一間公司所能帶來的價值及文化。因此越來越多企業開始看重他們的「招聘品牌」的塑造，並在這方面投放更多資源。



Choosing the right title for your open position 為刊登的職位空缺選擇正確的職銜

It all starts with the job title. It will be displayed in job listings, on your own website and search results. Therefore, make sure your title is something a job seeker would search for on Google or other search engines. A designer might be expected to search using the term 'designer', this won't help them to find your ad if you've used the job title, 'graphical veteran'. Think seriously about what works with you. If in doubt, keep it simple!

在刊登招聘廣告的時候，一個簡明扼要的標題就是這個職位的職銜。要寫好一個招聘廣告要從寫好標題開始，因為這個標題會出現在求職網站的職位列表、公司頁面、求職者的職位邀請頁面等。所以，請確保你的目標求職者在搜尋職位的時候，會搜尋你的標題內容。例如，一位設計師求職時通常會搜尋「designer」，但如果你在標題一欄填了「graphical veteran」，很可能很多合適的求職者就搜尋不到你的招聘廣告。因此請想清楚什麼填寫什麼標題能讓你的招聘廣告觸及更多合適的求職者，在不確定的情況下儘量保持簡潔直接就沒錯了！



How to write a Job Description for Generation Y Jobseekers?

如何寫好一份以90後求職者為目標的職位描述？

Like all business scenarios, first impressions count. For many Generation-Y jobseekers, the job description is where the employee- employer relationship begins. Job descriptions can isolate, discourage and intimidate job seekers. They can also engage, encourage and inspire job seekers. To achieve the latter, we need to modernize the way we think about this relationship.

就如在其他商業場合，第一印象十分重要。對於很多90後來說，職位描述是否吸引很大程度上決定了他們對貴公司的第一印象，而且往往是一段僱傭關係的開始。一份乏味的職位描述很有可能無法令求職者對貴公司產生興趣，甚至會令其敬而遠之；而相對地，一份出彩的職位描述絕對能為你的招聘錦上添花，吸引到更多的求職者關注。為了達到後者，我們需要革新對主僱關係的態度。

10
個基本步

THE 10 FOUNDATION STEPS

1

Discuss the role with someone who already does this job, or its nearest equivalent within your company, and get him or her to describe his or her average day.

對一個職位最熟悉的人莫過於曾經做過這個職位的僱員，所以，請向他們或工作內容最貼近該職位的僱員請教，讓他們描述日常一日的工作內容，以確保你能撰寫出最真實的描述。

2

Describe the role using words that feel engaging and induce an emotional response. Reduce the excessive use of business jargons, buzzwords or a flat corporate tone.

在職位描述中過度使用專業術語及商業語氣只會令求職者覺得枯燥並難以留下印象，因此你應儘量使用引人入勝的用詞來激發求職者的認同感，吸引求職者關注。

3

Keep it short (but not too short). As a best practice, don't exceed 700 words.

在完整描述職位內容的前提下保持簡潔，實踐證明不超過700字為佳。

4

Be specific. Identify your industry and where your company stands. Make sure you know the Ins & Outs of the role and write it out. Add a start date to create a sense of urgency.

職位描述要有針對性，並將內外細節羅列清楚，如果你撰寫完這段職位描述發現能用於很多職位，則不夠準確。並且要精確描繪行業及貴公司在行業內的定位。可以通過添加日期來營造一種緊迫感。

5

Think like an applicant. What makes you wanting to apply for the job? Is it the perks & benefits that come with the job or the opportunity to work with intelligent people?

換位思考，從求職者的角度去閱讀這份職位描述。求職者會不會考慮這個職位？是因為這個職位有豐厚的薪酬福利，還是一個能與行業內高水準人才一起工作的經驗？

6

Make it easy for applicants to picture themselves in the role. Share details of the team they could be working with.

同樣地，使求職者能夠輕鬆代入這個職位的角色也十分重要。例如分享入職後會一起工作的團隊的文化或細節，令求職者能對該職位有所憧憬。

7

Emphasize on what's important in the role and leave out minor details.

強調該職位最重要的要求，一些次要的細節不妨先忽略，在面試中補充即可。

8

Offer value to them. The job description is about potential candidates. Talk about content that interests and attracts them, talk about knowledge, ideas, and working approaches.

為該職位營造價值感，誰都不想做一個誰都能做的職位。以實在的內容撰寫職位描述以吸引求職者，例如是相關的知識、理念、或是工作方法，令求職者認為自己能在這職位發揮自我價值

9

Writing job descriptions shouldn't be an isolating process. Communicate with other departments to gain their expertise, content writers for copywriting marketing for promotional ideas.

撰寫職位描述不應是一個獨立的工作。與其他部門溝通以吸收他們的經驗，例如和市場推廣部門的同事溝通以獲取更多推廣的點子。

10

Proofread! Then repeat for more Job descriptions.

校對！撰寫每一個職位描述都記得要校對。

Your company versus all the companies out there 與行家比較

As jobs become more specialized and harder to recruit great Generation Y talents, recruiters need to capture every opportunity to foster a strong bond with candidates to create a steady pipeline of potential new hires. You'll have to think like a marketer and promote your company, in order to get the right people looking at your company and attract the best recruits.

如今的職位變得越來越專業化，而招聘一個出色的90後人才也變得困難，因此僱主需要抓緊每個機會去營造穩定的渠道去接觸潛在求職者並鞏固與他們的聯繫。以市場推廣的角度去推廣貴公司的品牌，以此來吸引最合適的人才達至最佳的招聘效果。



Generation Y are attracted to great stories. Part of what companies like Apple and Facebook have done is craft a mythology around their brand that speak to employees on a personal level, and you can do the same for your company. Your company is made up of a unique combination of people, culture and knowledge, and your objective is to attract candidates who share your values. Tell them the story of where you are, how you got there and where you're going.

有趣的故事往往能吸引90後的關注。例如像Apple和Facebook這樣的公司，之所以能在締造品牌上在業界被譽為神話，其中一個很重要的原因就是令到每一位僱員能從個人角度與公司對話，而同樣的方法也能應用到貴公司。貴公司現有的團隊締造了你們獨有的價值體系，你的目標就是通過講述貴公司的定位、如何走到現在以及未來的發展，為貴公司招聘與你們有共同價值觀的人才。

“2/3 of job seekers admit being influenced by the presentation of a job ad. Make yours memorable.” — Workable

「2/3的求職者認為職位描述的吸引程度會影響他們的決定，所以，確保你的職位描述撰寫得吸引人。」 — Workble

Include an image of your office, a video or a quote from one of your employees to offer candidates an inside look at your company. But don't be self-centered. Many job ads boast how exceptional their company is and how they only employ the best. This can be a turnoff for some Generation Y jobseekers and will make them skeptical or fearful of applying. Keep this part concise and no more than 200 words. Focus on your candidate and what's likely to capture their attention.

通過引用貴公司辦公室的照片、錄像或是你們僱員對貴公司的評價，令求職者能對貴公司有更多切身了解。但切記不能太自我中心，很多招聘廣告自吹自擂只會招聘最好的求職者，這會令到一些90後敬而遠之。在職位要求上儘量保持簡潔，不超過200字為佳，把著重點放在如何吸引你的目標求職者。

The job versus every other job out there 與其他職位描述比較

The two most common styles out there are to present i) **a laundry list of daily task** or ii) **a vague summary of duties**. Neither will make the role captivating for the Generation Y jobseekers. Emphasize instead on the deliverables and how these will contribute to the success of the business.

市面上最常見的兩種職位描述不外乎：一個該職位日常工作的細目清單，或是一段職責的含糊概述。但以上兩種職位描述都很難吸引到90後求職者。一段好的職位描述應該從公司內部的視角出發，描述該職位能如何幫助公司業務的成功。

Here you can use bullet points (not a detailed, daunting list) that describe the nature of the work and how the role blends within the broader team. Instead of describing the tasks, emphasize on the variety of decisions they'll be involved in, who they'll be working with and reporting to. They want to make a difference.

你可以利用要點符號去列舉該職位的性質以及該職位在團隊中的作用和功能，但不要只是簡單列舉該職位需要執行的任務，而是強調該職位能參與不同的決策以及能夠與什麼人一起工作，需要向什麼人匯報，因為90後往往想通過自己的努力去為貴公司做出一些改變。



The requirements list

「願望清單」

It's easy to go all out with a wish list. However, what you actually NEED is a young Generation-Y candidate who is competent for the job and has the potential to develop. Differentiate between what you 'want' and what you 'need'. Come up with a list of 16 requirements. Read, rethink and cut the list in half.

利用「願望清單」可以輕易將你對一個職位的要求列出，但你真正需要的其實是一位能夠勝任這份工作並有潛質成長的90後。因此你需要區分什麼要求是「想要的」和什麼是你「需要的」，方法就是利用「願望清單」列出16個你對該職位的技能要求，然後逐個思考並刪減至一半。

A best practice is to rank skills by importance and frequency. Treating skills as equal importance will undoubtedly discourage jobseekers. The wrong focus could cost you good candidates who are concerned that they lack some core skills, which could really be picked up with a few hours of basic training. Equally, don't stress too much on experience.

最好的方法就是根據技能的重要性和常用程度排序。將所有技能視作同樣重要，有可能會令貴公司錯過最適合的求職者，因為求職者可能會誤認為他們缺乏你列舉的某些技能，但這些技能可能只需要幾個小時的基本培訓就能輕鬆學會。同樣地，要聘請到優秀的90後人才，不必要太拘泥於他們的工作經驗。

Bear in mind that skills can be learned and people can be trained.

請記住，有些技能是可以通過簡單培訓輕鬆掌握，招聘最有潛質的人才才是最重要

Benefits & perks

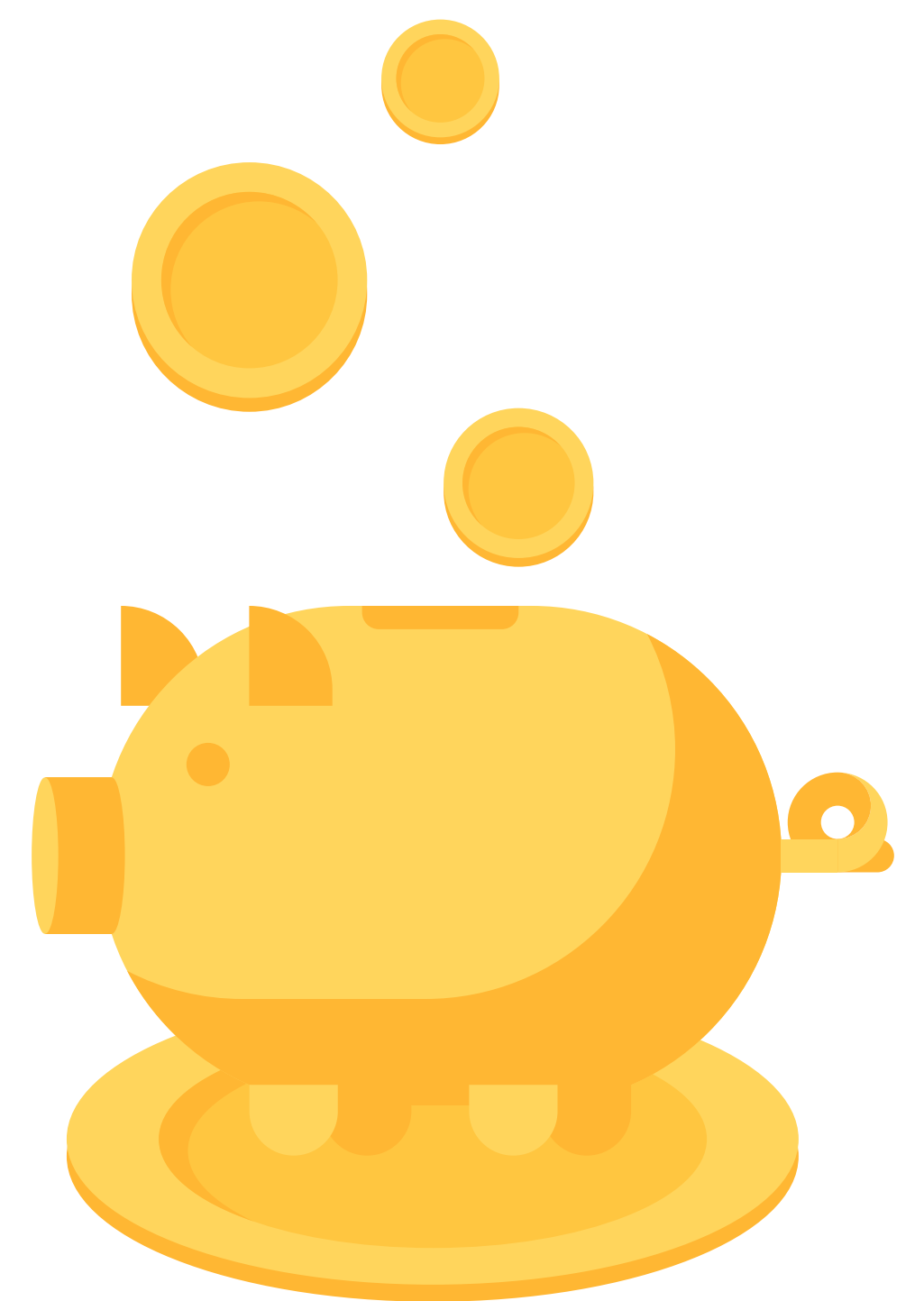
福利津貼

Here you can list out as many bullet points as your actual benefits deserve, while maintaining the focus of what's unique about your company. Bear in mind that attracting young talent through benefits isn't the best recruiting strategy. You'd want someone to meet the challenge and buy into the company as whole, not merely a benefits & perks shopper.

在保持能凸顯貴公司的獨特之處的前提下，你可以嘗試儘量列舉越多越好的福利和津貼重點。但請記住福利津貼往往不是吸引年輕人才的最佳招聘策略，因為誰都不想聘請一個單純看中福利津貼而來的人，而是同時能視這份工作為一個鍛鍊自己的機會，對整間公司都很欣賞的人才。

Here's an example on how you can turn a dry & dull job description template into a recruiting magnet with some simple tips.

下面是一個很好的例子，展示如何利用簡單的貼士將一段枯燥無味的職位描述變得能夠吸引求職者。



Before
完善前

We are seeking web designers who are excited to learn and improve our technology platform. The position will be responsible for designing and optimizing performance of a variety of websites. Projects range from designing and building responsive landing pages to A/B testing and conversion optimization to SEO and social media initiatives. The ideal candidate will be capable of managing multiple projects simultaneously, expressing technical concerns when necessary, and implementing projects in an agile work environment.

(Hasn't told us anything about who you are? Whom would they get to work with?
沒有提及貴公司的任何資料介紹，以及求職者將會與什麼人一起工作)

Responsibilities will include:

- Understand business requirements, propose ideas, and select appropriate implementations
- Design mockups and convert to web-optimized, SEO-friendly HTML, images, and style sheets
- Track results overtime using web analytics tools and build a knowledge base of best practices
- Communicating effectively with management, operations and technical staff on a regular basis
- Delivering results from a remote work environment

(There is nothing here that distinguishes this out from any other job
這些要求適用於所有其他工作，說了等於沒說)

Job Requirements:

- Bachelor's degree (B.S. or B.A.) from a four-year college or university

(Nearly all employers out there are looking for these skills. What's the unique challenge of this job?
幾乎所有僱主都需要求職者有這些技能，難道沒有針對這個職位比較獨特的要求？)

- Strong design skills and an eye for user experience and SEO
- Experience with responsive web page design, development and deployment

- **Design mockups and convert to web-optimized, SEO-friendly HTML, images, and style sheets**
- **Proficient using JavaScript and at least 1 other scripting language**
- **Strong communication, analytical, influencing and problem resolution techniques**
- **Highly organized self-starter with ability to work remotely under general supervision**

We provide a competitive salary, performance bonus structure, and highly desirable work environment.

(This should be a given. You're not looking for people who can't find work elsewhere.

這是基本要求，你不是在尋找一個在哪裡都找不到工作的求職者。)

After (Based on a fictional company, ABC Limited)

We're looking for thoughtful engineers with an eye for quality to join our team and help grow ABC Limited while keeping it beautiful, fast, and delightful.

What is the role?

At ABC Limited, front-end engineers push the boundaries of what's possible in web client applications. They are not constrained by the past, choosing to embrace new browser capabilities instead of laboring over elaborate fallback systems for browsers used by a tiny fraction of our users.

The primary responsibility of this role is simple: create the best possible user experience for features on desktop and mobile web. To do this, front-end engineers collaborate with designers to explore possibilities through visual and interactive mocks and then translate them into production code and markup.

We're looking for engineers that do product-driven, application level engineering. One of our front-end engineers, Kevin Tse explains,

"I don't just code HTML and CSS and link things together. That's not what we do here. The problems we're solving are difficult and we're trying to solve them well."

What skills do you need?

ABC Limited's front-end is structured as a single page application which is written using Closure, LESS and other technologies, so you should be strong in these areas (or something comparable). You'll collaborate with your team via git using feature branches in a continuous deployment environment. Your code will be reviewed by your peers and you will be expected to provide meaningful code review feedback to others.

What kind of people are hired in this role?

We want engineers who think systematically, implement quickly, and innovate eagerly; passionate people who want to build things. You'll be working with and supported by a world-class team of designers and engineers. Your teammates on the front-end will include authors and strong contributors of Bootstrap, JSHint, Closure Library/Compiler, and WordPress.

In conclusion

總結

It doesn't matter how large your company is/how well your company is known, or whether you offer the best salary. You can attract the best Generation-Y talents by understanding and communicating about the things that Generation Y jobseekers value.

無論貴公司規模有多大、在業界有多知名，還是薪酬福利有多好，如果你想要聘請到最優秀的90後人才，你需要與他們溝通，明白90後最看重一間公司的價值是什麼。

Treat your job descriptions as the marketing documents as they are.

將刊登的招聘廣告內的職位描述視作市場推廣文件一樣撰寫。



References & Resources

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2. *Choosing the right job title for your open job*
3. *How to write a job description*
4. *How to post a Job listing*
5. *Where to post a job for free*
6. *The best places to place to post jobs and paid*
7. *Specialist job boards*
8. *Job board Directory*
9. *How to post to multiple job boards for maximum impact*
10. *Tips for successful job candidate management*

About FreshLinker

關於FreshLinker

FreshLinker is transforming the talent acquisition industry and essentially giving companies a competitive advantage in hiring great Generation-Y talent. Powered by data science, consumer —friendly technologies, social signals and predictive analytics, the FreshLinker platform help companies find, qualify, engage and hire Generation Y talent across all industries and functions.

人才招聘市場的格局正在發生變化，一成不變的招聘平台已經不能幫助你招聘到最合適的90後人才，而FreshLinker全新的招聘平台絕對能幫助你招聘最適合的年輕人才。革新的大數據分析工具、貼心的用戶交互設計、創新的社交招聘模式以及預測分析，FreshLinker能幫助所有行業的公司搜尋、吸引、篩選至招聘任何職位的90後人才。

FreshLinker is used by growing companies to recruit the Generation-Y talent they need to innovate and succeed – smarter and faster.

To Learn More:

Email hello@freshlinker.com

Call (852) 3547 2513

Visit www.freshlinker.com

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