

GUIDELINES TO WRITING AN EFFECTIVE JOB DESCRIPTION

Since your vacancy will in most cases be posted on online job boards in order to maximise the chances of finding the best possible candidate(s), it is important that you follow some guidelines to make your job description search-friendly.

KEYWORDS: These are the words or phrases a jobseeker will use to search for a job on a job board.

JOB TITLE

The most important match made by job board search engines is if the keyword(s) the jobseeker entered appears in the job title.

Analysis of Jobseeker behaviour reveals that most jobseekers search by very basic job titles e.g. Sales Executive. A job board's search engine will pick out all the 'Sales Executive' jobs before those with more complicated titles e.g. 'Inbound Sales Executive'

Tips

- Keep the job title simple and to the point
- Avoid using 'jargon' or in-house terminology as much as possible
- Avoid having complicated / multiple job descriptions or using brackets or slashes
- Don't put the location in the job title

Examples:

Ineffective Titles:

~~'Welder - Leeds'~~
~~'Fast Track Graduate in Chemical Process Engineering in the Oil Industry'~~
~~'Bricklayers - Plasterers - Plumbers - Commercial'~~
~~'PROJECT MANAGER - SENIOR POSITION - ESSEX - URGENT'~~
~~'Pipe Welder B - c£26-32k dep. on age and exp.'~~
~~'Steel Fixers - Large Contract - London (£40 - £45K) x 20'~~

Effective Titles:

'Welder'
'Process Engineer'
'Project Manager'
'Pipe Welder'
'Steel Fixer'

JOB SUMMARY

Keywords are also searched for within the body of your job description. Therefore the more you use keywords (e.g. Sales and Executive) within the flow of the text, the higher the job will be listed and therefore noticed.

It is crucial that you invest some time and effort on this in order to obtain the highest chance of success with your vacancy. The content of your job summary will determine whether or not the jobseekers apply for your vacancy. The job summary is the first impression a jobseeker gets of the employer and the job and can either appeal to jobseekers or turn them off completely.

Tips

- Make the first paragraph highly relevant and appealing
- Put as much detail as possible into the descriptions of both the job and the company – the more information a candidate has, the more likely they are to apply for your job rather than going elsewhere
- Break up the description using paragraphs, spacing and bullet points to make it easier to read
- Make it as easy as possible for candidates to apply, giving as many methods as you can – website, email, phone, post
- It is very important you specify the location and not simply say London or worse still, Canada

Skills

- Give 'required skills', before 'desirable' skills
- State the minimum amount of experience you require, this will save you time rejecting applications
- Remember to 'sprinkle' the text with Keywords

Job Description

- State job responsibilities clearly
- Use Keywords as much as possible

Also clearly state specifics such as:

- Salary range
- Start date
- Type of position full / part time, Contract / Permanent
- The deadline for CV's to be received by

Examples:

Ineffective:

~~Drillers Staff wanted — International Company — £50,000 — £100,000 p.a.~~

Effective:

Job Title: Drilling Staff

Location: Aberdeen

Salary: £50,000 - £100,000 p.a. plus benefits.

Company: ABC Agency Ltd.

Job type: Permanent

Description:

Our client, a very large international drilling contractor enjoys the highest reputation with \$2Bn of contracts currently on its books covering locations in the North Sea, Mediterranean, North Africa, West Africa, South America, Caribbean, South East Asia and Australasia.

The most technologically advanced drilling vessels are currently nearing completion. These twin-derricked vessels, capable of withstanding some of the harshest environments, require dynamic and talented drilling staff.

Opportunities exist for Derrickmen, Assistant Drillers, Drillers and Toolpushers.

This is genuinely an excellent opportunity for drillers, assistant drillers, Derrickmen and Toolpushers who are looking for a new challenge.

If you want to work on these cutting-edge, twin derricked vessels for a company which enjoys exceptional safety records and has a high reputation as one of the industries best payers with genuine career opportunities, then we would like to hear from you.

Rates of pay are negotiable between £50,000 – 100,000 p.a. according to age and experience.

Other Benefits: Company Pension Scheme, Medical Insurance, Life Insurance, Income Protection Insurance (in case of accident or disability - up to 75% of base salary will be paid out), 25 days paid holiday plus Bank and statutory holidays.

Interviews to be held in Aberdeen during the second week in September. Travel to interview will be reimbursed by our client for candidates from outside Aberdeen.

Start date: 1st October 2006.

To apply email your CV to: scott@abc-agency.com or phone Scott McEwan on 0845 555 5555

Or alternatively post your CV to the address below: