

Job description template: recruiting the modern workforce

Crafting a job description that truly stands out isn't just about listing tasks and qualifications anymore – it's about telling a story that resonates with the modern workforce. Designed to help you showcase your company's culture, values and opportunities in a way that excites top talents, this guide has you covered.

1. Highlight company culture and values first

- Start with a clear, inviting statement about your company's mission and values.
- Include details about your workplace culture, like inclusivity, collaboration or a positive team environment.
- Mention specific initiatives like diversity programmes, community engagement or a focus on wellbeing day one.

66 Example: "Join a close-knit team passionate about creating positive social impact. We believe in a supportive and inclusive culture where everyone's voice matters."

2. Showcase opportunities for growth

- Explain how the role offers personal and professional growth.
- Highlight mentorships, learning programmes or areas where prospective employees will be able to take ownership and make measurable contributions.
- Outline potential career pathways in SMEs, like moving into leadership roles or the chance to influence business strategy.

66 Example: "We're committed to your development – you'll have personalised mentorship, access to training sessions and opportunities to take ownership of projects from day one."

3. Look for early signs of a good cultural fit

- Mention options for flexible hours, hybrid work setups or a focus on work-life balance. Even highlighting flexibility in smaller areas like how employees manage their schedules could make a difference.

“ Example: “We offer hybrid working options and understand the importance of flexibility in balancing personal and professional life.”

4. Be transparent about day-to-day responsibilities

- Avoid corporate jargon or vague responsibilities like “other duties as assigned”.
- Include real examples of tasks or projects they’ll work on to help them visualise the role.

“ Example: “You’ll be working with our team to design marketing campaigns, analyse trends using digital tools and develop strategies to improve customer engagement.”

5. Use positive, inclusive language

- Make sure you write your job descriptions with language that avoids preconceived notions of what success looks like – use neutral words like “collaborative” rather than “competitive”.
- Highlight your commitment to equality and diversity, reaffirming your workplace as a safe and welcoming space for all backgrounds

“ Example: “We welcome applicants from all backgrounds, experiences and perspectives. Innovation comes from inclusive teams and we’re excited to see how you bring your unique skills into our workplace.”

6. Keep it short and engaging

- Avoid overly long and dense job descriptions.
- Use bullet points for expectations and benefits and keep your tone conversational and friendly.

Here's what your job description could look like...

What you'll do

As our [Position Name], you'll play a key role in [briefly describe what the role contributes to the company or its objectives]. Working closely with [specific teams or colleague], you'll have the opportunity to take on meaningful projects, develop your skills and see the direct impact of your contributions. Here's what your day-to-day might look like:

Responsibility #1 – make this detailed and specific and avoid vague language

Responsibility #2 – tie this to the impact of the role and the development involved

Responsibility #3 – highlight collaboration and the ability to work across different teams

Responsibility #4 – add some variety and colour with the final point

What we're looking for

We're excited to welcome someone who thrives in a team environment and brings their unique ideas to the table. Here's what we'd love to see in you:

- Insert desired skill relevant to the role
- Insert experience if required – but keep this inclusive. Keep in mind that the job market is hard and not everyone has industry experience, but a lot of industry-specific skills can be taught
- Highlight a personal trait or soft skill, for example an adaptable mindset and willingness to learn

Why you'll love working at [Company Name]

At [Company name], we're committed to your development and creating an inspiring workplace. Here's how we support our team members to grow and succeed:

Opportunities to grow – highlight any mentorship schemes, access to development resources like online training courses, and outline the career path at your company"

Flexibility – talk through the flexible working options you promote, for example flexible hours, hybrid working or time off policies

A positive culture – outline how you champion positivity, equality and diversity and how you celebrate wins

Impactful work – highlight how new hires will be able to take ownership of their work and see the direct results of their contribution to your industry

Hired the perfect person?

Scan the QR code to check out our top tips to onboarding and retaining your brand new talent.

