

ACTIONABLE INSIGHTS

Actionable #NoBias Inclusive

JOB DESCRIPTIONS SELF-PACED TRAINING SERIES

Short on time?
Learn how to create effective, inclusive job descriptions at your own pace with short, focused sessions.

CREATE INCLUSIVE, IMPACTFUL JOB DESCRIPTIONS

While a rose by any other name still smells sweet, when it comes to jobs, a name and description could be the difference between attracting great, diverse talent and falling flat.

For many, job descriptions are the first windows into an organization, the first taste of an exciting new opportunity. Great job descriptions attract excellence, drive diversity, and cultivate brand excitement. They are the movie trailer that tells candidates why they want to work for you.

This program walks through step-by-step on how to create engaging, inclusive descriptions.

SHORT FOCUSED ACTIONABLE

CONTENT:

- 11 MIN** **SESSION 1:** Why? The Impact of Job Descriptions
- 7 MIN** **SESSION 2:** Writing Great Job Titles
- 9 MIN** **SESSION 3:** Job Title Tips & Techniques
- 6 MIN** **SESSION 4:** Writing Great Job Descriptions
- 13 MIN** **SESSION 5:** Anatomy of a Job Description
- 6 MIN** **SESSION 6:** Diving into Job Details
- 17 MIN** **SESSION 7:** Interviewing the Interviewer
- 17 MIN** **SESSION 8:** Job Description Tips & Techniques
- 9 MIN** **SESSION 9:** Optimizing Job Message for Purpose
- 10 MIN** **SESSION 10:** Optimizing Job Message for Audience
- 17 MIN** **SESSION 11:** Optimizing Job Message for Format
- 17 MIN** **SESSION 12:** Bringing it All Together – Driving Change

PRICE:

Try it on us! First two sessions are **free**.

- For JazzHR customers: \$500 for up to 5 seats.
- * Contact [career.place](https://www.career.place) for volume pricing

www.career.place/job-description-jazzhr



YOU GET



TRAININGS:
The what, why, how



CHAPTERS:
For those who prefer to read



EXAMPLES:
See the skill in action



EXERCISES:
Directions to try the skills



ACTION LIST:
Guide for turning skill to systemic change



JD REVIEW:
First job description review is on us!

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TRAINING DESCRIPTIONS

SESSION 1: Why? The Impact of Job Descriptions

Think about the last product or service you just 'had to have'. The new gadget or freshly released movie or latest style, or whatever else had you reaching for your wallet. How did you learn about the item? What about it made you have to have it? Chances are, whatever caught your attention, it wasn't a boring, empty description of a dull list of features - right? **Boring doesn't sell products or jobs.**

SESSION 2: Writing Great Job Titles

Before candidates decide if they are going to click apply, before they grow excited reading the job description, before their interest is sparked with that fantastic opening paragraph, they first see the job title. Those few little words are what catches the candidate's attention, draws them in, and entices them to learn more. **It all starts with the title.**

SESSION 3: Job Title Tips & Techniques

Job titles carry a heavy burden. They must convey what the job is, who would want it, and why they would want it. They must attract the widest range of candidates without being misleading or alienating to any demographic or group. And they must do all of this with only a small handful of words. **Say it all in just a few words.**

SESSION 4: Writing Great Job Descriptions

For many candidates, job descriptions are the first window into an organization. It's where they first imagine themselves as part of the culture and workspace and get that first tingle of excitement at the prospect of working there. But... get it wrong and you may be left with a high volume of confused candidates or no candidates at all. **Great Job Descriptions excite.**

SESSION 5: Anatomy of a Job Description

Starting with the most important point first is a powerful technique in non-fiction writing. It's used to catch people's attention, draw them into the content, and reduce the risk of missing the critical information. Job descriptions are no exception to this critical technique. **The most important point goes first.**

SESSION 6: Diving into Job Details

How many job requisitions start with the seemingly simple "send me the job description". But who is providing that description - a hiring manager, human resources, a google search? Great job descriptions don't just magically appear, they are created by a combination of skills and knowledge across the hiring team. **Find answers with investigative journalism.**

SESSION 7: Interviewing the Interviewer

Have you ever dealt with one of those hiring managers that owes you a job description but suddenly has a meeting or disappears every time you ask for it? Most likely those hiring managers aren't trying to be difficult or unresponsive, they just don't know how to write job descriptions. Rather than chasing down the description, help build a great one. **Interview the interviewer.**

SESSION 8: Job Description Tips & Techniques

If job descriptions are the 'movie trailers' for your jobs, then how do you create good ones? There are plenty of bad descriptions that are full of flash and no substance, or are so boring they fail to engage, or so confusing candidates don't know what to think. We don't need more of those. Instead, here are some tips to great descriptions. **Say what you need to say.**

SESSION 9: Optimizing Job Message for Purpose

A wide variety of candidates represent a wide variety of preferences, behaviors and knowledge - where they go, how they absorb information, their knowledge of your organization, their preferred style and formats, etc. Therefore, to resonate with and attract a wide variety of candidates, one size does not fit all. **Cater the message.**

SESSION 10: Optimizing Job Message for Audience

A wide variety of candidates represent a wide variety of preferences, behaviors and knowledge. It also represents a wide variety of interests, needs, and values. Therefore, to best tailor your message to your audience, you must know your audience. What does each candidate segment need, want, desire, and expect? **Cater the message.**

SESSION 11: Optimizing Job Message for Format

When it comes to messaging that resonates, one size does not fit all. Strong messaging depends on the format - how we reach the audience. For effective messages, the job description must be optimized for the strengths and functions of the format. **Cater the message.**

SESSION 12: Bringing it All Together – Driving Change

You select the topic of interest, put a tiny disk into a tiny slot and press upload. Knowledge floods into your head - every technique and trick perfectly organized for total recall. "I know kung-fu." Unfortunately, when the movie ends, reality sets in. New skills take practice, and that includes job descriptions. **Change is a process.**