



NEWS RELEASE

JOB DESCRIPTIONS CAN COST YOU TOP CANDIDATES!

It's time to throw out your old, boring, outdated and usually long job descriptions! They are costing you candidates! Candidate drop off rates after viewing a job description are increasing and some of the reasons include:

1. Doesn't excite or engage them
2. Work looks exactly the same as their current position
3. Their skills don't meet all the "essential" criteria
4. Unclear, unprofessional and 'reactive' language

In a market where candidates can pick and choose what jobs they apply for and ultimately accept, you can't afford to be missing out on top talent through using documents such as these. Ineffective job descriptions often include spelling errors, use of internal jargon, often are too long and wordy as well as being unclear and visually unappealing.

A professional and more effective job description should be no longer than 3 pages and clearly outline the:

1. Overall purpose of the role
2. Most exciting tasks and challenges (not all of them)
3. Outcomes to be produced
4. Transferable skills required to be successful

Gone are the days of listing personal attributes, years of experience and industry background – job descriptions like this are limiting your selection pool. The best person for the job may in fact work in another industry, not have as much work experience, but demonstrate transferable competencies and have much more long term potential. To entice and engage these candidates a job description can act as an attraction tool to show them that your opportunity is more exciting and is different to their current position. Keep job descriptions specific, up to date and focus on the most challenging aspects of a job – the result will be a wider and higher quality of candidates to choose from. And remember people apply for the work that they will be doing, not the skills possess – the tip is to write your job descriptions with this in mind.

See Nicole Underwood speak at the Chartered Accountants Forum on Thursday the 8th of May 2008, Adelaide Convention Centre. For more information visit www.charteredaccountants.com.au/businessforum or www.entree.com.au