



Rev1 Entrepreneur Toolkit: TEAM

Crafting Compelling Role Descriptions

Job descriptions are a great opportunity to share your culture and your employee brand. Remember that culture is the philosophy that defines your decisions and behaviors, and attracts the right talent to your organization.

Thoughtful role descriptions will help attract the right people who share your purpose and values. Use this tool as a general guide to help craft your most compelling job descriptions.

You can use an existing role description or one that you create from scratch for this exercise. Just as with a resume, people will lose interest after about a page and a half. Keep this in mind, and aim to immediately grab candidates' attention.

Tips

- Look at the description from the candidate's perspective. What will be attractive to them?
- The average candidate is looking for values and culture first, and the job specifications second. Lead with culture!
- Think about the unique appeal of a startup and work that into the role.
- Always include benefits - even if they're not the traditional health insurance + 401(k) package.

Mission and Purpose - Your Company's Why

Grab the candidates' attention with inspiring language! Attract candidates who believe in your company's mission and why you do what you do.

Specific and Unique Company Values

This will attract people who share your unique values.



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Company Description

Go into detail here. Include specifics such as the company's history, scope of the company's work, major clients, notable projects or initiatives, and other team members where applicable.

Awards and Recognition

Think broadly. This doesn't need to be a major national award but can include any outside validation (e.g. finalist for pitch competition, fastest-growing in your industry / region, etc.)

The Role

Be sure to specify required vs. preferred skills.

Description

Overarching description of the role and how it fits into the overall company's work.

Hard Skills

Tactical experience and capabilities such as a track record of success in leading business development, analytical skills, leading a marketing campaign, etc.

Soft Skills

Attributes and personality characteristics that align with your company's values, such as constant learner, adaptable, entrepreneurial, or self-starter.

Company Benefits

Always highlight traditional benefits if provided, but also consider benefits like flexible hours, the opportunity to scale and grow quickly, even free lunch!