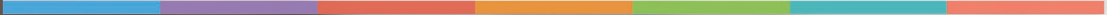


The logo for LinkedIn Talent Solutions, featuring the word "LinkedIn" in a bold, black sans-serif font with a blue square containing a white lowercase "i" to the right of the "n". To the right of this is the text "Talent Solutions" in a smaller, black sans-serif font.

LinkedIn™ Talent Solutions

# 7 Tricks for an Irresistible Job Description

Stellar Job Descriptions = Stellar Candidates

A horizontal bar composed of several colored segments: blue, purple, orange, red, green, and teal.

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# Trick 1 - Save the Creativity for the Description - NOT the Job Title

Don't try to be too creative with your job titles. If candidates don't understand what you're looking for, they won't look beyond your title. Stick with standard labels and common keywords so they're search-friendly and so that LinkedIn's algorithms can match and deliver more relevant candidates.

## Instead of

Office Ninja

King of Customer Deal-Making

Pipeline Magician

Brand Champion

## Try

Administrative Assistant

Regional Sales Director

Human Resources Manager

Social Media Specialist

A photograph of two young women in conversation. The woman on the left is looking towards the woman on the right, who is smiling and looking down. The background is blurred, suggesting an indoor setting.

# Trick 2 - Use a Conversational Tone

Write as though you were speaking to your ideal candidate over the phone. Keep it punchy, direct and friendly. Try giving descriptions some stylistic and formatting flair to make them more engaging.

## Instead of

"Job Overview" followed by 3 paragraphs

Burying a drawback in a long list of "Job Requirements"

"A qualified candidate will demonstrate..."

## Try

"Why Join Us?" followed by 2 sentences

Add a "Worst Part of the Job" sub-head

1. Describing the attributes of top performers.

"Our best engineers are passionate about programming- they even dream about it. If you can code in your sleep too, you'll be in good company."

2. Making it personal so the right candidate thinks, "Yes! That's me!"

"You are relentless in wowing your clients and exceeding their needs. But, you are fearless when you need to push back."

3. Going for a laugh.

"Your idea of fun is making pivot tables in Excel. You are so comfortable analyzing mountains of data that you can do it with your hands behind your back - blindfolded."



# Trick 3 - Promote Your Employer Brand

People want to love where they work, so you need to tell them why they will love your company. Candidates who won't fit in can self-select out and save you time. Paint a vivid picture with details and spice things up with a little corporate personality. Don't overinflate the perks. Balance them with some negatives to be more credible.

Tie job descriptions to the rest of your employer branding efforts on LinkedIn and beyond. Link to other content, and remember that content from your [LinkedIn Career Pages](#) gets included automatically on your LinkedIn job descriptions. Add videos and company updates to keep your employer brand fresh (on Jobs and elsewhere).

## Instead of

"Fits well with our culture and the values consistent within our organization."

*Say what?!*

Including every detail about your company:  
"XYZ company was founded in 1989 when.... Blah blah blah ... Our core values are....blah blah blah. We are a leader in... blah blah blah." Yawn.

## Try

"You'll find our employees kicking back at monthly happy hours and facing off in our annual chili cook-off. Everyone, including our CEO, sits in a cubicle in our open and colorful office space."

XYZ Company is a media company transforming the way consumers interact with advertisements.



# Trick 4 - Highlight the Position's Impact

Passive candidates are 120% more likely to want to make an impact. They thrive on challenge so give them what they're looking for. Tell them why they matter, what they'll work on, and what they'll learn. Be specific and honest. Don't copy platitudes from last year's description.

## Instead of

"Lead the business and drive change to meet performance goals."

*What does that mean?*

"Leverage assets to work across business units."

*Even more confusing.*

"Work in a cross-functional team to implement practical solutions."

*Are you asleep yet?*

## Try

"You'll be in charge of a team of 50 salespeople and responsible for increasing revenue by 10% in your first year. There will be at least 1,548,335 issues vying for your attention on a daily basis, so you'll need to make lightning-fast decisions. We can assure you that you'll never die of boredom."

"When you're not rolling up your sleeves and analyzing sales data with your team, you'll be coaching territory directors on how to perfect their negotiating skills, meeting with your marketing and communications counterparts to get input on your strategies, and presenting quarterly results to your leadership team."

"You will get hands-on leadership training and learn how to motivate your team to exceed their sales goals. You will get lots of practice trying to persuade people who don't agree with you."



# Trick 5 - Give High-Priority Positions Extra Oomph

Need more eyeballs on your hardest-to-fill roles? Sponsoring a job will give it added visibility with the right audience through top placement across LinkedIn's desktop and mobile experiences. **Sponsored Jobs** receive 30-50% more applications than organic jobs.

## Instead of

Waiting for candidates to search for you and letting your competitors get to them first.

## Try

Pushing key positions to your A+ candidates. Sponsored Jobs send the message: "Hey ideal candidate! Over here! Click to read about your dream job."

# Trick 6 - Experiment with New Formats



To bring your job descriptions to life, experiment with new formats. For example, NPR created an [infographic job description](#) that is both attention-grabbing and easy to process. This style gives you the opportunity to show how innovative your company is and visually represent your employer brand.

## Instead of

A typical, text-heavy job description.

## Try

1. Using an interactive, visually interesting format, like an infographic
2. Creating a video of your hiring manager describing the company, position, and ideal candidate.
3. Embedding a culture video within the job description.

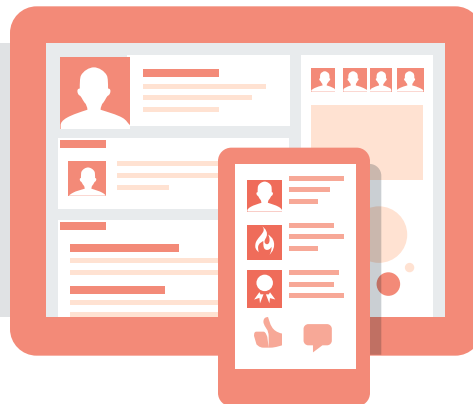


# Trick 7 - Make It Mobile Friendly

There's a 30% chance that your job description will be viewed from a mobile device. The smaller screen means you need to make every word count. Keep your LinkedIn job descriptions concise by using short paragraphs and bullets to break up your text.

The candidate journey only starts at your job description: optimize your apply flow to ensure that candidates are able to act after reading your awesome description.

If you collect applications in [LinkedIn Recruiter](#), you can easily integrate [Mobile Apply](#) and have a seamless application flow for your jobs on LinkedIn.





To get your job descriptions in front of the best  
candidates, go to:  
[linkedin.com/jobs](https://www.linkedin.com/jobs)