

BETTER. FASTER. SMARTER.

# 20 winning job descriptions

Proven practices and ready-made posts for  
connecting with candidates



**Get ahead of the job**



## **Time-saving solutions for recruiters and hiring managers**

Your company needs quality talent to grow and thrive. The competition is searching for the exact same people. Your job is already demanding. And the clock is ticking.

That's why we created this job post starter kit. Included are 20 ready-made job descriptions for the most popular roles in today's job market. We'll also give you tips for customizing your template, reveal three of the most viewed posts on LinkedIn, and show how LinkedIn tools can help you engage the right candidates.

Keep this guide handy. Next time you have an opening and need to move fast, you'll have a serious head start.





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## Overview



### Job posts: 200 words that matter more than you think

It's a big marketplace out there. Hundreds of internet job sites post millions of global listings every day. Employers can cast a wide net. Job seekers can apply from their smartphones. Today's recruiters and hiring managers are swimming in a world of applicants and options.

Unfortunately, that's not as fun as it sounds. The trick isn't finding people. It's finding the right person. You have to do more than sell them on the job. You have to sell them on the company. They need to picture themselves in your workplace, and growing in their career.

And the first tool at your disposal is the job description: a couple hundred words that should not only sell a particular role, but also advertise your company and brand.

The good news? Most job posts are remarkably bland. Because few companies give them much time and thought, you have the chance to stand out. A well-crafted job description can make a world of difference. So can recruiting tools designed to get that post in front of the right people.

With these proven practices and ready-made job descriptions, you have a good head start for landing the perfect candidate.

<sup>1</sup> [Inside the Mind of Today's Candidate: 13 insights that will make you a smarter recruiter, LinkedIn](#)



## 20 ready-made job descriptions

### A head start on your next post

On the following pages you'll find pre-made templates with proven job descriptions for the most popular roles in today's job market, grouped by department. You'll want to download, copy, and customize each description to match your company's needs.

#### Account manager

##### OVERALL SUMMARY

We're looking for an account manager to join our team to grow new product sales by enabling customer success and identifying upsell opportunities for our key accounts.

The ideal candidate will be able to appropriately identify the customer's needs and help them succeed in using our product. This will be done by developing an appropriate level of communication with clients and internal team members to better understand and mitigate any issues the customer may face.

##### RESPONSIBILITIES

- Work cross functionally within the company to communicate with all account stakeholders
- Gain a deep understanding of the customer's business and partner in their ongoing success
- Visits clients to identify opportunities for growth and manage renewal negotiations
- Manage all reporting about the health of customers' accounts

##### REQUIREMENTS

- 2-3 years previous account management experience
- Articulate and well accustomed to a client-facing role
- Rank and deliver competing priorities and tasks
- Willingness and ability to travel



#### Sales →

Account manager  
Account executive  
Business development manager  
Sales manager



#### Product & Engineering →

Software engineer  
Product manager  
Front-end developer  
Business analyst



#### Marketing & Operations →

Marketing manager  
Project manager  
Brand manager  
Communications manager



#### Design →

Graphic designer  
UX designer  
Art director  
Copywriter



#### Finance & Accounting →

Senior accountant  
Financial analyst



#### Support Roles →

Executive assistant  
Help desk specialist

#### Bonus →

Computer technician  
English teacher  
Nurse

## Sales

### Click and customize

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- Copy and paste into your own job listing
- Customize with information specific to your company

### Account manager

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- Willingness and ability to travel

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

 [Download](#)

### Account executive

#### OVERALL SUMMARY

Our team is looking for a talented, motivated, and high-performing account executive to join our team. Account executives are responsible for prospecting new business, upselling, and cross-selling within our extensive install base, as well as delivering results against a quota.

The ideal candidate will possess strong sales, interpersonal, and organizational skills. They should be comfortable with multitasking and be able to budget their resources in order to meet the assigned quotas for their role.

#### RESPONSIBILITIES

- Build and maintain client relationships
- Develop product expertise
- Lead discovery calls, presentations, and demos
- Track and record metrics throughout sales process
- Create and manage pipeline of qualified leads
- Partner with product and marketing to provide feedback from prospects

#### REQUIREMENTS

- Bachelor's degree and 2–3 years of business experience
- Strong written and verbal communication skills
- Strong organizational skills
- Proficiency in Microsoft Office Suite and Salesforce
- Ability to harness financial data to inform decisions

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Sales



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### Business development manager

#### OVERALL SUMMARY

We're looking for someone who networks, makes connections, builds relationships, and pursues opportunities. You will lead our efforts to generate revenue with new clients by executing a disciplined new business development protocol. You will research industry segments and company profiles, follow up on trade journal leads and opportunities, and coordinate with brand marketing for the pursuit of other targets.

The ideal candidate will be focused, have strong communication skills, and have the ability to think strategically.

#### RESPONSIBILITIES

- Prepare specific client pitch materials, including RFP responses
- Enable partner success through relationship management, cross-functional planning, and analytical insights and support
- Develop strategies and business plans for meeting growth and revenue milestones
- Create scalable programs for onboarding new partners

#### REQUIREMENTS

- Bachelor's degree and 2–3 years' equivalent experience
- Prior industry-related business development experience
- Strong communication and interpersonal skills
- Proven knowledge and execution of successful development strategies
- Focused and goal-oriented

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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### Sales manager

#### OVERALL SUMMARY

We're looking for an experienced and well-rounded sales manager to lead our regional sales team. You will lead a high-performing, well-established team of seasoned sales professionals who are already in seat.

The ideal candidate is a motivated, well-organized individual who has a deep understanding of prospecting and developing strong relationships with customers. They will provide complete and appropriate solutions for every customer in order to boost top-line revenue growth.

#### RESPONSIBILITIES

- Develop and execute strategies to drive business in new and existing markets
- Timely and accurate forecasting to build predictable and recurring revenue
- Establish and maintain positive business and customer relationships
- Manage, coach, and develop team of sales representatives

#### REQUIREMENTS

- Bachelor's degree and 2–3 years' equivalent experience
- Sales and management experience
- Strong time-management skills
- Highly motivated and target driven
- Excellent written and verbal communication skills

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

 [Download](#)

# Product & Engineering



## Click and customize

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### Software engineer

#### OVERALL SUMMARY

As a software engineer, you will specialize in building frameworks that power the most popular products in the world. We are looking for someone who has a strong passion for developing infrastructures and has experience with APIs, processing, and graphics.

The ideal candidate for this position will be a reliable and adept programmer who is eager to break down large, technical problems and solve them systematically.

#### RESPONSIBILITIES

- Analyze business needs and implementation approaches, and deliver high-quality applications
- Work collaboratively with team members to complete projects on time
- Deliver successfully on all aspects of the product lifecycle

#### REQUIREMENTS

- Bachelor's degree in computer science or engineering, or equivalent experience
- 1–3 years of professional software development experience
- Ability to write clean, functional code in Java, C/C++, or Python

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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### Product manager

#### OVERALL SUMMARY

Our product management team is responsible for defining and building the next-generation tools and products that will generate revenue for the company. Our product managers lead the company in building our core product vision and feature set.

The ideal candidate is an analytical, customer-focused team player who will own the entire product lifecycle from strategy to launch. This candidate will also work cross-functionally to complete product roadmaps and discover new opportunities.

#### RESPONSIBILITIES

- Create business models and analyze competitive landscape
- Bring 1–2 new products to market on time and within budget
- Conduct extensive customer engagement and validation

#### REQUIREMENTS

- Strong written, verbal, and collaboration skills
- Bachelor's degree or 3+ years of experience in product management, engineering, or consulting

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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# Product & Engineering

## Click and customize

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## ■ Front-end developer

### OVERALL SUMMARY

We're looking to add a proven front-end developer to our creative team. In this position, you will partner with development leads, designers, project managers, and others to produce and execute email campaigns, banner ads, and webpages for our clients.

The ideal candidate is highly organized and has strong technical skills, including working with modern web technologies, writing elegant and efficient code, and staying up to date with best practices. He or she is not afraid of the command line and loves to collaborate.

### RESPONSIBILITIES

- Build, test, and deploy email campaigns, banner ads, and webpages for high-profile brands
- Work with development leads, designers, and project managers, to seamlessly transition designs into deployment
- Stay up to date with modern web technologies and build processes

### REQUIREMENTS

- Bachelor's degree or equivalent in computer science
- 2+ years' experience in front-end development
- Able to provide relevant examples of previous development
- Ability to thrive and meet aggressive goals and timelines in a fast-paced, high-volume environment

### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## ■ Business analyst

### OVERALL SUMMARY

We're searching for a talented and passionate business analyst to join our Global Operations Team, which is responsible for building and supporting scalable reporting systems that enable seamless experiences for our members and customers around the world.

The ideal candidate is a team player who will be responsible for working with company data in various business areas. Specific responsibilities include reporting metrics, analyzing methodologies, suggesting operation improvements, and building proposal evaluations in a cross-functional environment.

### RESPONSIBILITIES

- Track and report data
- Assess, research, analyze, and document stakeholder needs
- Understand and manage the data flow between teams
- Provide meaningful support and leadership
- Work to continuously improve processes, systems, and tools across the operation

### REQUIREMENTS

- Bachelor's degree and 2–3 years' equivalent experience
- Fluency in Microsoft Office Suite (Outlook, Excel, Word, PowerPoint, etc.)
- Strong written, verbal, and collaboration skills
- Excellent quantitative and qualitative analytical abilities

### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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# Marketing & Operations



## Click and customize

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### Marketing manager

#### OVERALL SUMMARY

We're looking for a marketing manager to play a key role in the growth of our acquisition and customer marketing programs. This marketing manager will focus on leading and facilitating the future of customer marketing by utilizing marketing automation, CRM, and other enterprise software solutions.

The ideal candidate will be responsible for creating and executing our marketing campaigns, evaluating our marketing performance metrics, and collaborating with internal teams. This candidate will have a strong marketing background with excellent communication and collaboration skills.

#### RESPONSIBILITIES

- Define and execute the marketing and communication activities according to our marketing plan
- Coordinate all marketing activities to generate leads and retain existing customers
- Collaborate with other teams to promote offerings
- Develop creative marketing strategies
- Track performance of all marketing campaigns

#### REQUIREMENTS

- Bachelor's degree or equivalent experience
- 3+ years' experience in marketing
- Ability to multitask
- Strong verbal, written, and organizational skills

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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### Project manager

#### OVERALL SUMMARY

As a project manager, you will lead the launch of new projects by leveraging account management, production, and organizational expertise. You'll work hand in hand with producers, marketing, communications, legal, procurement, and external vendors.

The ideal candidate will be responsible for planning, coordinating, and implementing projects within budget, timeline, and scope. They will also monitor and present project updates to relevant stakeholders, clients, or project team members.

#### RESPONSIBILITIES

- Set project timelines
- Monitor status of project deliverables
- Update relevant stakeholders or team members on the project's progress
- Delegate tasks to project team members and mentor junior project managers

#### REQUIREMENTS

- Bachelor's degree and 2-3 years' equivalent experience
- Strong business acumen in project planning and management
- Strong verbal, written, and organizational skills

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Marketing & Operations



### Click and customize

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### Brand manager

#### OVERALL SUMMARY

As our brand marketing manager, you will manage and represent our brand across the organization, overseeing integrated marketing campaigns that promote and maintain our strategic messaging and visual identity. We're looking for someone with a collaborative personality and an eye for detail.

The ideal candidate will help us grow and evolve the brand in an innovative direction, ensuring our partner brands are well represented within our channels.

#### RESPONSIBILITIES

- Accountable for brand strategy and consistent application throughout the company
- Lead creative development for cross-channel marketing campaigns
- Build and manage branding guidelines and assets

#### REQUIREMENTS

- 5+ years' experience in brand management
- Creative experience developing brand campaigns for multiple marketing channels
- Strong writing and design aesthetic
- Experience in digital creative is a plus

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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### Communications manager

#### OVERALL SUMMARY

We're seeking a communications manager to execute an ambitious communications program for our company. You'll work closely with our internal communications team and external PR and marketing partners. You'll be responsible for creating and implementing communications plans, initiating and managing media relations, shepherding internal communications initiatives, and helping keep our diverse organization on the same page. The ideal candidate will be well-versed in both traditional and social media trends.

#### RESPONSIBILITIES

- Craft and execute communications plans and media strategies
- Cultivate and manage media relationships to optimize coverage
- Write blogs, op-eds, and thought leadership articles to boost company's media profile
- Plan and execute press conferences and other media roundtable events

#### REQUIREMENTS

- 5+ years' experience in the public relations and corporate communications industry
- Strong verbal and written communications skills
- Good working knowledge of social media landscape and breaking media trends

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Design



### Click and customize

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### Graphic designer

#### OVERALL SUMMARY

Join a group of designers and writers who like to think big, have fun, and create work that stands out. Our next team member will be more than a great designer; he or she will be an excellent communicator who appreciates both compelling content and strategic marketing. Our ideal designer will be well-versed in concepts and executions that work in both real-world and digital spaces.

#### RESPONSIBILITIES

- Create and implement attention-getting advertising across multiple platforms
- Work well with collaborators in our creative, engineering, and marketing teams
- Help develop strategies for building our brand

#### REQUIREMENTS

- A portfolio of strong conceptual work – expertise in digital is a plus
- Minimum 2–4 years of client or agency experienceGood communication, presentation, and collaboration skills
- Proficiency in Adobe Creative Suite

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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### UX designer

#### OVERALL SUMMARY

Our next UX designer will enjoy the challenge of creating intuitive features for our new products and innovative solutions to enhance our existing line. The ideal candidate moves comfortably between creative and technical duties, and works collaboratively with teams to deliver an outstanding on-brand customer experience.

#### RESPONSIBILITIES

- Collect project requirements from relevant stakeholders
- Create workflow diagrams to align objectives and communicate concepts with teams
- Create prototypes, run design testing, and refine interactions
- Update designs using consumer testing and feedback

#### REQUIREMENTS

- 2–3 years experience designing for customer-facing website and/or digital tools
- Experience creating flowcharts, wireframes, and mock-ups
- Good verbal and written communications skills
- Must submit a portfolio of work samples

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Design

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### ■ Art director

#### OVERALL SUMMARY

We are looking for an art director with a sharp eye and strategic mind to help create brand content to surprise, inspire, and motivate across traditional and digital platforms. This individual will collaborate with our team to uncover fresh and engaging ways to deliver our clients' messages. Our ideal candidate will have a passion for creative marketing and experience executing in a variety of media.

#### RESPONSIBILITIES

- Design and pitch marketing concepts and creative content for our clients
- Instigate and execute ideas, and incorporate changes from feedback
- Work well within a team including creative director, copywriter, strategist, and account executive

#### REQUIREMENTS

- A dynamic portfolio including digital and traditional media
- Minimum 2–4 years' experience at an agency or on an in-house creative team
- Working knowledge of the Adobe Creative suite and Microsoft PowerPoint
- Ability to work in the client's brand voice and juggle multiple voices

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

 [Download](#)

### ■ Copywriter

#### OVERALL SUMMARY

We're looking for a copywriter who's collaborative, passionate, and driven to find the human stories that motivate customers. You'll brainstorm ideas, convey creative insights, and craft supporting materials in multiple media. The ideal candidate will have agency or in-house experience, embrace a fast-paced, ever-changing environment.

#### RESPONSIBILITIES

- Collaborate across teams to produce high-quality copy, from concept to execution
- Work quickly and through multiple iterations while maintaining strong attention to detail
- Consistently meet deadlines and over-deliver in a fast-paced environment

#### REQUIREMENTS

- A portfolio demonstrating your ability to tell persuasive stories and write within brand voice
- Minimum of 2–4 years of experience in an editorial, agency, or in-house environment
- A desire and demonstrated ability to not write typical marketing jargon

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Finance & Accounting



### Click and customize

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### Senior accountant

#### OVERALL SUMMARY

We're looking for a senior accountant who appreciates the dynamic of a start-up and the stability of working for an established player. This permanent position comes with competitive compensation and a good chance to grow with our rapidly expanding company. As a senior accountant, you will be supporting our general ledger and accounts payable operations. The ideal candidate will have strong management skills and preferably be a licensed CPA.

#### RESPONSIBILITIES

- Support accounts payable and receivable operations, manage full-cycle payable process
- Assist with budget planning/reporting, financial auditing, and process improvements
- Prepare analysis, payment schedule, and reconciliations
- Manage fixed asset ledger and funding needs

#### REQUIREMENTS

- BA/BS in accounting, finance, or business administration
- Minimum of 2–3 years of general accounting and/or accounts payable experience
- Strong time-management skills and attention to detail
- CPA preferred

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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### Financial analyst

#### OVERALL SUMMARY

We're looking for a motivated financial analyst to be a key player on our Corporate Finance team. You will gain valuable experience working directly with our CFO and lead investors, and your work will have a measurable impact on the company. Our ideal candidate will collaborate in the management of financial performance, help set goals and metrics, and work toward process improvement.

#### RESPONSIBILITIES

- Ensure business transactions are reported in accordance with generally accepted accounting principles
- Work closely with team members to assist with the month-end close
- Assist with the annual audit process, including the draft of the financial statements and related notes
- Research and analyze expense variances for company management

#### REQUIREMENTS

- Bachelor's degree in accounting, economics, or finance or equivalent experience
- 3 years of financial analysis and modeling experience
- Advanced knowledge of Excel

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Support Roles

### Click and customize

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### Executive assistant

#### OVERALL SUMMARY

We're searching for an executive assistant to provide administrative support to our senior-level executives. You will be responsible for professionally interacting with management within and outside of the company, comfortably communicating with customers, vendors, and visitors, and flawlessly handling confidential and critical details. In this role, it will be crucial for you to anticipate the needs of the executive team and work flexibly to accommodate schedules.

The ideal candidate will have experience supporting high-level executives. They should be well organized and be comfortable scheduling meetings and responding to emails on an executive's behalf. Lastly, this individual should be able to draft documents and help the executives with any necessary meeting preparations.

#### RESPONSIBILITIES

- Manage calendars
- Aid executives in preparing for meetings
- Respond to emails and document requests on behalf of executives
- Draft slides, meeting notes, and documents for executives

#### REQUIREMENTS

- Bachelor's degree and 2–3 years' equivalent experience
- Proficient in Microsoft Office Suite
- Experience in managing multiple priorities, administrative coordination, and logistics
- Well organized, detail oriented, and able to multitask with great follow-up skills
- Strong written and verbal communication skills

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

 [Download](#)

### Help desk specialist

#### OVERALL SUMMARY

We are looking for a dynamic help desk specialist to represent our company and work to the satisfaction of our clients. You will collaborate in a positive team environment to provide outstanding customer service, fast response to inquiries, strong problem-solving skills, and appropriate resolution through our ticketing solution. Our ideal candidate will bring a good working knowledge of help desk technologies and an interest in learning and growing in the field.

#### RESPONSIBILITIES

- Primary point of contact for IT help desk calls
- Responsible for generating and monitoring tickets
- Maintain phone coverage through store business hours
- Develop documentation of support processes and procedures

#### REQUIREMENTS

- 5+ years of experience working as a help desk technician or other customer service role
- 2-year college degree minimum
- Excellent customer service skills both in person and online
- Experience troubleshooting issues related to Mac OS X, Windows, iOS, Android, software, hardware, network interface configuration, and IoT devices

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Bonus!

### Click and customize

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### Computer technician

#### OVERALL SUMMARY

We're looking for an individual with both technical expertise and strong customer service skills to join our dedicated team of computer technicians. Your main duties will include installing, troubleshooting, servicing, and repairing personal computers and network equipment for our staff and our clients. The ideal candidate will also be comfortable training, instructing, and supporting our staff on various tech issues as they arise.

#### RESPONSIBILITIES

- Monitor computer software, hardware, and peripherals to maintain operating order
- Perform basic maintenance, upgrades, and repairs
- Report equipment problems or failures
- Provide computer training for staff
- Maintain and document inventory of technical equipment and service history

#### REQUIREMENTS

- Minimum 2 years' experience in computer support
- Associate college degree with major course work in computer science or related field
- Knowledgeable in a variety of software, hardware, and OS configurations
- Experience in equipment and supply purchasing protocols

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

 [Download](#)

### English teacher

#### OVERALL SUMMARY

We are looking for an experienced and enthusiastic English teacher to plan and deliver classroom instruction using the most effective methodology for the students. You will be responsible for assessments and corrective feedback to students, ensuring that they have mastered curriculum goals. The ideal candidate will have excellent oral, written, and interpersonal skills, and will stay current on professional methodology and literature.

#### RESPONSIBILITIES

- Implement the approved course curriculum
- Complete appropriate written reports, evaluations, and administrative tasks
- Model positive attributes and behavior to assist in student character development
- Perform additional duties as assigned by the administration

#### REQUIREMENTS

- Bachelor's degree in English from an accredited college or university
- Minimum 3 years' experience teaching at comparable education level
- State certification and endorsement in assigned area
- Excellent organizational skills and the ability to prioritize and multitask
- Ability to communicate cooperatively and constructively with students, parents, and fellow staff members in a multicultural environment

#### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

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## Bonus!



### Click and customize

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#### Nurse

##### OVERALL SUMMARY

Join our team of hardworking heroes to deliver unsurpassed medical care to the community. You will be providing care to patients while adhering to compliance standards. Our ideal candidate is an outstanding communicator and problem-solver, able to recognize patient needs and prioritize treatment with all applicable physicians and staff.

##### RESPONSIBILITIES

- Assure quality care by adhering to standards set by the physicians
- Provide care education to patients in person or over the phone
- Adhere to compliance guidelines throughout processes (OSHA, FDA, HIPAA)

##### REQUIREMENTS

- Must be a registered professional nurse with current licensure
- Minimum 2–3 years' of equivalent experience
- CPR, ACLS, and BCLS certification
- Knowledge of OSHA, FDA, and HIPAA compliance
- Candidate must be able to lift and position patients on endoscopy stretcher and transport patients

##### ABOUT US (Optional)

(A short description of the company itself: aspirational goals, market position, social events, perks and amenities, and favorable location if applicable.)

 [Download](#)

## Tips for customizing your template

### How to make your post stand out in a crowd

Your ready-made job description is a great head start. Now it's time to finish the job.

You'll want to customize your job post to the specific needs of your company. And by following a few simple rules of thumb, you can make it even more attractive to your ideal candidate.

#### ✓ **Promote your company culture**

You're not just describing a job, you're pitching the company. Give candidates a glimpse of your corporate culture – what makes it a great place to work?

#### ✓ **Be specific where it counts**

Give a clear, concise description of the roles and duties of the job. Always quantify the experience level you need.

#### ✓ **Target people moving up, not sideways**

You want people who've done the work before, but you also want motivated candidates looking for fresh opportunities. Appeal to their aspirations – include challenges and growth potential.

#### ✓ **Optimize your bullet points**

A multitude of requirements can weed out unqualified candidates. They can also discourage people with valuable, if different, experience. Try keeping your mandates to 4–5 bullet points.

#### ✓ **Speak human, avoid buzzwords**

If you want a data analyst, don't ask for a data ninja. If you're looking for someone to leverage best practices, you need to explain what that means. Keep it simple, human, and warm.



## Three of the most viewed job posts on LinkedIn

It's no surprise that big names and dynamic companies<sup>2</sup> attract job-seekers. But with a well-crafted job post even small companies can compete for top talent. Take a look at what they do well and tips for making the description work better.




### Good


- Establishes corporate culture and aspirational challenge up top
- Don't shy away from the demanding duties of the job

### Tip

A shorter list of requirements works best. Try prioritizing with 4-5 bullet points.



**Communications Manager**  
Tesla · San Francisco Bay Area

 7 connections work here

#### Job description

**The Role:**

We tell the stories that connect people with Tesla's mission and products. The global communications team is made up of curious, tough, quick-witted, entrepreneurial people. Tesla is an exceptional company because we hire exceptional individuals.

The Tesla Communications Manager will create and drive compelling narratives, campaigns, and announcements around Tesla's business. They will draft public statements, write press communications, pitch, pitch, and pitch some more. The role requires a communications rockstar with proven media pitching skills and media outreach experience, and a strong record of placing high-impact stories in lifestyle media, key regional newspapers, broadcast, and leading travel and lifestyle blogs.

We protect Tesla's reputation and we inspire our communities. This role requires a creative problem solver who can balance the daily distractions without losing focus on placing the valuable stories that show the world the benefits of Tesla's products.

This role requires communication with partners, customers, investors and, of course, journalists. You will work closely with marketing, sales, and engineering, and most importantly the Tesla team. You must be solution oriented, flexible, self-driving and have the ability to change course quickly, think big and start small, and thrive in a high-stress environment.

**Responsibilities:**

- Design and deliver creative communications campaigns and narratives.
- Drive awareness of our products through stories in relevant publications and through awareness campaigns.
- Build and maintain relationships with key media.
- Consistently and doggedly correct misinformation and inaccuracies.
- Manage product launches and announcements.
- Develop written materials, including product messaging, communications plans and
- FAQs, blog posts, and other collateral.

**Requirements:**

- Bachelor's degree or relevant experience
- A minimum 7 years experience.
- A self-starter who instinctively and consistently creates personal and professional stretch goals and meets them.
- Works well with others with the ability to build trust with the team and work effectively in a highly collaborative team environment
- Skilled at planning, organizing, prioritizing and executing simultaneous projects and activities. -Proven ability to work well under pressure and adapt quickly to change.
- Excellent writing and editing skills.
- Curiosity and ability to think creatively, flexibility, and a sense of humor.

**Seniority Level**  
Mid-Senior level

**Industry**  
Automotive,  
Renewables & Environment

**Employment Type**  
Full-time

**Job Functions**  
Public Relations



## Three of the most viewed job posts on LinkedIn

It's no surprise that big names and dynamic companies<sup>2</sup> attract job-seekers. But with a well-crafted job post even small companies can compete for top talent. Take a look at what they do well and tips for making the description work better.




### Good

- Concise and compelling description of the role
- Requirements are short and prioritized

### Tip

Make sure to focus on the most important responsibilities needed to be successful in the role.



**Business Strategy Manager**  
Philadelphia 76ers · Greater Philadelphia Area

↗ ...

**Job description**  
**Position Summary:**  
The Sixers Strategy department is a small fast-paced group that sets the organization's corporate strategy, manages key business initiatives, and advises senior executives on all aspects of business operations.  

As a Manager in the Strategy Department, you will work directly on all aspects of the Sixers business strategy and help senior executives solve the most complex issues the business faces. Ideal candidate will have a management consulting or investment banking background and is comfortable in a rapidly changing environment.  
*Note: This position is located in Camden, NJ.*

  
**Key Responsibilities:**

- Perform range of ad-hoc analyses and financial modeling in support of key business initiatives
- Create presentations summarizing key findings and recommendations for senior executives and ownership
- Help determine overall business strategy and future direction of the organization; Evaluate potential investments and strategic opportunities to help grow the enterprise
- Manage key strategic initiatives, collaborating with all business functions, including ticket sales, corporate sponsorships, marketing, & CRM
- Position cuts across all HBSE (Harris Blitzer Sports & Entertainment) portfolio properties, including: NJ Devils, Prudential Center, Team Dignitas (e-sports), Crystal Palace, & other holdings
- Help advise Sixers Innovation Lab companies – Provide input on potential Lab candidates & provide operational support to existing Lab companies (e.g., whiteboarding sessions, budget forecasting)

  
**Required Skills/Knowledge/Experience:**

- Excellent problem-solving & analytical skills, with ability to structure complex issues
- Effective financial modeling and presentation skills
- Excellent communication and interpersonal skills, including a high degree of comfort working with senior-level executives
- Proven ability to manage time sensitive projects and a desire to work in a fast-paced challenging environment

  
**Required Experience:**

2-5 years of relevant work experience in traditional strategy role; Preferred background in management consulting, investment banking, or corporate strategy; Sports experience is a plus, but not required

  
**Educational Background:**

- Bachelor's degree required

  
**Please submit a cover letter along with your application and resume.**

**Seniority Level**  
Mid-Senior level  
**Industry**  
Sports, Entertainment  
**Employment Type**  
Full-time  
**Job Functions**  
Business Development, Sales

See less ^

## Three of the most viewed job posts on LinkedIn

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### Good

- Specificity of the desired level of experience.

### Tip

Before you sell the job, sell the company and describe what makes it a great place to work.



Project Coordinator  
HBO · Greater New York City Area

9 alumni work here

**Job description**

**OVERALL SUMMARY:**  
The Project Coordinator is involved in all aspects of a campaign, from conception through delivery of all promotional assets. This includes but is not limited to overall project management; maintaining client communications; and distribution of promotional materials.

**PRIMARY RESPONSIBILITIES:**

- Project-manage the development, production and distribution of a campaign's promotional assets across multiple platforms.
- Oversee the details of each promo in a campaign: deadlines, legal and creative approval, endpage messaging, etc.
- Act as the main point of contact for a given campaign to an Associate Creative Director and team of Producers, providing daily operational support and guidance.
- Liaise between client groups to best serve the network's promotional priorities.
- Consult with the Program Marketing, Creative Marketing, and Account Management teams on long- and short-term marketing goals.
- Keep campaign management databases current and accurate to ensure timely exchange of information with other internal groups.

**REQUIREMENTS:**

- Bachelor's Degree required
- A minimum of 2 years relevant project management experience in the media/entertainment field
- Experience in high-volume, fast-paced environments requiring teamwork and flexibility
- Ability to track and keep projects on schedule, manage tight deadlines, and shift priorities at a moment's notice
- Excellent attention to detail, solid follow-up skills, ability to think strategically and solve problems
- Strong Interpersonal and communication skills; ability to interface at senior levels within and outside the organization
- Knowledge of post-production concepts
- Experience with paid advertising and new media platforms preferred

**Seniority Level**  
Entry level

**Industry**  
Entertainment,  
Marketing and Advertising,  
Media Production

**Employment Type**  
Full-time

**Job Functions**  
Marketing, Project Management

See less ^

**COMPETITIVE INTELLIGENCE**

**Competitive intelligence about other applicants**

**Top applicants**

25%

You're in the **top 25% of 3,919** applicants based on your LinkedIn profile

**Top skills**

You have **2 out of 10 top skills** among all other applicants

Social Media

Marketing

Microsoft Office

Microsoft Excel

<sup>2</sup>The 10 Most Viewed Job Posts on LinkedIn in the U.S., LinkedIn Talent Blog.

## Added advantage



### LinkedIn tools for driving engagement

You've written a great job post. But there's still the task of getting it in front of the right people. Job boards are the obvious place and that's the problem; the sheer volume of untargeted applicants can overwhelm the process.

That's where the LinkedIn Jobs network can help.

#### **Target quality talent. Attract relevant candidates.**

- Post your job to 540M+ LinkedIn members, most of whom aren't visiting job boards
- Use [Job Slots](#) to recruit more people faster, automatically recommending your jobs to quality candidates via LinkedIn's feed, emails, and more
- Review and contact candidates, share top picks with your team, and use real-time analytics to get insights on job post performance

**Look to LinkedIn Talent Solutions whenever you need a recruiting advantage.**



## Conclusion



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Check out our SlideShare

## Stop starting from scratch

Better. Faster. Smarter. Your job post starter kit is designed to make your job easier and your searches more successful. So keep these templates on file. Next time you need to write a job post, you'll already have a head start.

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With 540+ million members worldwide, including 75% of the US workforce, LinkedIn is the world's largest professional network.

[Request free demo](#)

**LinkedIn** Talent Solutions