



7 Tips For Writing Job Descriptions that Attract Candidates

High-quality job descriptions are vital

A well-crafted job description is crucial to finding quality hires. In a recent survey, [52% of job seekers](#) said that the quality of a job description is very or extremely influential on their decision to apply.¹ Targeted job descriptions written with potential candidates in mind can help you find excellent candidates.

A job description summarizes the essential responsibilities, activities, qualifications, and skills for a role. Also known as a JD, this document describes the type of work performed and any specific skills or experience needed. A job description should include important company details — company mission, culture, and any benefits it provides to employees. It may also specify to whom the position reports.



Okay, we know what you might be thinking. Job descriptions are important but how do I write one? Many employers struggle to find the right pitch and content for their job postings. We'll walk you through the practical steps of writing great job descriptions. Along the way, you'll find tips, tricks, and best practices that we've learned working with companies just like yours.

¹Indeed survey, n=2,091

High-quality job descriptions are vital

We've conducted thorough research and found that these qualities make a job description more successful:

- Starts with the required qualifications
- Has small, easy-to-read paragraphs (not big blocks of text)
- Uses bullet points to break up text
- Has an accessible vocabulary that anyone can understand
- Is written in an upbeat, conversational tone

As you go deeper into this guide, you will learn the finer points of writing the perfect job description. If you have additional questions or find that you need help attracting top candidates, Indeed has ample resources to help you create an ideal description. We're here to help you create effective job descriptions – great content attracts great candidates.



Table of Contents

- 01** Grab attention
- 02** Be true to the company
- 03** Every word counts
- 04** Avoid jargon
- 05** Be honest about the job
- 06** Do your research
- 07** Have fun!

01

Grab attention

Be clear about the exact candidate you want with targeted language that starts in the job title.

Hiring is competitive. Setting your job apart from the rest starts with a clear job title. After all, that's the first thing potential employees look for. A great job title is one that a job seeker would search for – it should be straightforward and an industry-standard term.



For example, “Customer Service Representative” is a common job title for someone who answers customer questions. While you might be tempted to use a more eye-catching job title like “Phone Answering Superstar,” job seekers aren’t [searching](#) for that term on Indeed (we have a section on what jargon to avoid later in this guide).

Stick to job titles that job seekers will likely search for. When you use standard job titles, you'll be more likely to reach more quality candidates. An Indeed survey found that [36%](#) of job seekers who use job sites search for a job using the title of the job they're looking for.² With a targeted job title in place, you can move on to the content of your job description.

The most direct and attention-grabbing descriptions rise above the rest. Be direct and confident in highlighting the compelling and intriguing aspects of your open positions. Candidates often respond best to job descriptions that are written in an upbeat, conversational tone. However, it should also sound professional.

² Indeed survey, n=2,091

Grab attention by structuring your job description with the 3 Rs:

1. Requirements.

Start with your requirements and qualifications. By keeping it at the top, job seekers can quickly determine whether or not they have the background needed to be considered for the job. Requirements can include qualifications, degrees, certifications, language fluencies, or anything else that's absolutely necessary.

2. Responsibilities.

Next, talk about what day-to-day life will be like for the person who's hired for the job. This can be anything from specific tasks to overall employee goals.

3. Rewards.

End with compensation, perks, and benefits of the role. Pay range is especially important for a job post — in fact, job seekers say it's the number one thing they look for. 90% of new jobs posted directly on Indeed provide salary information.

01 | Grab Attention, cont.

Indeed has [an AI tool](#) to help you reduce the time it takes to write job descriptions. Indeed's AI Generator helps you describe each job in detail, making it easier to find the right hire in a reasonable amount of time.

Need more help crafting compelling job descriptions? Here are a few additional resources:

- [How to Write a Job Description \(video and 800+ industry templates\)](#) with tips and templates, to help you learn everything you need to know about creating great job descriptions.
- [Dos and Don'ts for Writing Inclusive Job Descriptions](#) learn best practices for creating inclusive job descriptions and find out what language you should avoid.



A significant hiring challenge for the majority of employers (62%) is getting too many applications from unqualified candidates.³ This hiring challenge may stem from short or unclear job descriptions. If you are clear in the description, you can cut down on unqualified candidates.

³ Indeed survey, n=250

02

Be true to the company

Embrace what makes your company unique

Now more than ever, job seekers are looking for a sense of a company's style and office culture when selecting their next job. Share your core values, office culture, and company benefits. The more insight you provide into how you approach business, the more memorable your job description will be. [71% of job seekers say](#) it's extremely or very important to see details about company culture.⁴

Outline the core responsibilities of the position in clear and accurate language. The job responsibilities should be detailed but concise. Emphasize the duties that are unique or specific to your organization.



For example, if you're hiring for an "Event Management" role and the position requires social media expertise to promote events, include this detail to ensure candidates understand the requirements and can determine if they're qualified.

This will help candidates understand the work environment and the activities they will be exposed to daily. Such a level of detail will help the candidate determine if the role and company are a right fit, helping you attract the best candidates for your position. Specify how the position fits into the organization. Indicate who the job reports to and how the person will function within your organization, helping candidates see the bigger picture and understand how the role impacts the business.

⁴ Indeed survey, n=2,091

Don't forget

Don't forget that your organization is unique and likely offers perks that others don't. One way your company's uniqueness is reflected is through reviews. According to a 2021 Indeed survey, 42% of job seekers say they read reviews about a prospective employer before applying for a job.⁵ Only 8% of job seekers in the same survey say they never read reviews about prospective employers.⁶

A great job description will highlight your company's brand, which includes how you treat your employees and candidates, the [employee benefits and perks you offer](#), your employee value proposition (EVP), company culture, and the overall work environment. When writing your description, take a moment to reflect on what it's like to work at your company and consider ways that you can discuss culture and business goals. If you need help refining your company's brand, Indeed has specific resources designed to aid you through the [employer branding process](#).

⁵ Indeed survey (worldwide), n=7,101

⁶ Indeed survey (worldwide), n=7,101

Time is money in the marketplace—the ideal job description strikes a neat balance between providing enough detail for the position and being concise. An Indeed survey found that job seekers only spend three to five minutes reading a job description before they decide whether or not to apply.⁷ Don't overwhelm potential candidates with longform content if you can highlight the job succinctly in a bulleted list. Indeed has a large collection of [job description templates](#) designed to help you get started on what style description is best for your needs.

Thinking like a job seeker will help make sure your job posts directly speak to potential candidates. In general, the average job seeker is short on time. They're looking for jobs on their breaks and after dinner. The simpler and easier to read you can make your job post, the more likely you are to attract the right candidates.

Here are a few best practices to follow:

1. Break up text into bite-size 3-4 sentence paragraphs
2. Keep your vocabulary simple enough for anyone to understand
3. Use lists (bullet points) to make info easy to scan (see tip 5 for more detailed information)

⁷ Indeed survey, n=2,091

03 | Every word counts, cont.

One place where we see employers stumble is deciding what qualifications and skills are necessary for the job posting. It's important to include a list of hard and soft skills. Hard skills tend to include education, previous job experience, certifications, and technical skills required for the role. Soft skills, like communication and problem-solving, can be more subjective to the role.

While you may be tempted to list out every requirement you envision for your ideal hire, including too many qualifications and skills could dissuade potential candidates. Just like in life, a great job description is all about balance.



According to a 2021 survey, the majority of US job seekers (55%) said they generally feel that they need to have at least 71% (or more) of the qualifications on a role's job description before they'll consider applying for the role.⁸

That's why it's important to identify the must-haves vs nice-to-have skills and qualifications for the role to encourage a more diverse set of candidates to apply. 71% of the employers we surveyed said they're already doing this.⁹

⁸ Indeed survey, n=500

⁹ Indeed survey, n=250

04

Avoid jargon

Buzzwords can prevent job seekers from finding your posting

It's critical to use keywords in job descriptions that match what job seekers are searching for. Avoid buzzwords like "wizard," or "rockstar" since candidates are not likely to search for a job using those terms. Instead, pick a standard job title that job seekers are searching for. For example, a descriptive title like "Front End Manager" will appear in more search results than "Team Guru" or "Team Wizard." Quirky job titles that don't include common search terms make jobs harder to find.

Searching Indeed for potential buzzwords is a powerful and easy way to root out the jargon. Simply log on to Indeed and search a couple of terms and see if they come up in job search results. If you don't find a term you frequently use among several posts, chances are that you should look for alternative words.



The title and description should be clear, concise, and jargon-free. Indeed has hundreds of job description templates highlighting the best titles and approaches. We help take the guesswork out of writing a job description so that you can attract the best candidates in the shortest amount of time.

05

Be honest about the job

There is no need to reinvent the wheel. A simple and honest job description always wins.

While it might be tempting to embellish aspects of the role to attract more potential hires, you should never exaggerate or underplay the responsibilities of the position. This approach tends to backfire in the long run. It's important to accurately label and describe your open position.

One in four job seekers say compensation is the most important part of a job description.¹⁰ Make sure to set the right expectations by including a specific salary or salary range. This is not an area where you want to leave anything up to the imagination. Don't forget to throw in any additional perks such as paid time off, transportation stipend, or professional development that your company offers.

Quality candidates look for opportunities that meet their salary needs. Job seekers today want pay transparency: 75% said they're more likely to apply for a job if the salary was listed. In fact, not seeing a salary range was the biggest reason job seekers discarded an application, according to [Indeed's 2024 Workforce Insights Report](#). And 74% of job seekers look at salary information before they consider anything else. Listing compensation information is a low-effort way for companies to earn the trust of job seekers. Stand out from other employers by [adding the salary band](#) to your job description to help attract best-fit candidates.

¹⁰ Indeed survey, n=2,901

83%

Most job seekers (83%) [agree](#) that a company's benefits and perks have a significant impact on their decision to accept a job offer there.¹¹

Attract more applicants by sharing the [attractive rewards and benefits](#) you offer your employees, such as remote work, flexible hours, medical, dental, vision coverage, office snacks, tuition reimbursement, and/or a pet-friendly office. Providing an exact job location also optimizes your job posting and will make it appear higher in job search results. Job titles and descriptions that accurately reflect the role will also boost the perception of your post.



[Research shows](#) that the language you use in your job description might be turning off diverse candidates. Certain words are subtly coded as masculine (e.g., ambitious, driven, competitive) and some are subtly coded as feminine (e.g., supportive, warm, compassionate). Getting rid of these gendered keywords can [increase the number of applicants by 42%](#).¹²

¹¹ Indeed survey, n=2,901

¹² Cauterucci, "Use Gendered Words in Job Descriptions?," 2016

06

Do your research

Experimenting with different approaches can yield great results.

Ensure your job description is hitting the mark by reviewing similar postings from other employers. With Indeed, you can search for your competitors' jobs and evaluate the titles and descriptions they use. This can help you craft your job content. Is your competition using more relevant keywords in their listings? Is their language more inclusive? Learn how they approach similar job listings and adapt your recruitment strategies if you like a certain element. If, for example, your benefits package is stronger than a competitor's, make sure to highlight your strengths.

There is no limit to testing when it comes to job descriptions. Tinkering with language and approach can lead to different results. Approach job descriptions as if they were a science project that requires experimentation and testing to get right. When employers tweak their job titles and descriptions, they optimize each post for improvements.

Sponsor your job on Indeed

The best way to stand out from the competition is by sponsoring a job. [Sponsoring your job on Indeed](#) can give your job better visibility in relevant search results. That means your job post will appear more often to the candidates you're looking for. Our data shows that Sponsored Jobs on Indeed are 2.6x faster to first hire than non-sponsored jobs.¹³

Test the performance of different job titles to see what attracts the most candidates. A subtle difference in job title naming could lead to significantly more non-sponsored and sponsored engagement per job. Use Indeed to find out what is working best for your industry and location and consider making changes to your job listings.

¹³ Indeed data, based on median (US), Q2 2023

07

Have fun!

Writing job descriptions is a great time to think about the things you love about your business.

The process of writing a job description is a great opportunity to think about your business in new and exciting ways. You can reflect on what is great about your company and the people that drive it forward. We understand that writing job descriptions can feel like a daunting task, but it doesn't have to be. When you adopt a positive mindset and remember to use Indeed's ample resources designed to guide you through the process, writing job descriptions can actually be fun.

Being an expert on the posting that delivers hires for your business can be highly rewarding. We encourage you to make content creation and measurement a key responsibility, share the results, successes, and best practices as you hire. If you keep your descriptions simple, transparent, and true to your company values, the hardest part of the process is over.

Job descriptions don't have to be scary

Writing job descriptions can be a great experience

Throughout this guide, we have shared key insights on creating a great job description. It's a key opportunity to share details about your open roles and your company with potential candidates.

Always bear in mind that the best job descriptions have several main ingredients: core responsibilities, day-to-day activities, and requirements such as experience or certifications. The key to writing effective job descriptions is to find the right balance between providing enough detail so candidates understand the role and your company while keeping your description concise.

The process of writing a succinct job description is a great time to think about where your company is and where you would like it to go. Given the changing nature of the labor market, this type of exercise is critical for staying on top of hiring trends and making sure your business flourishes.

If you need more help writing a job description for a specific role use Indeed's extensive [template library](#) to create your next great job posting. If you're ready to apply the skills that you've just learned, [post your job](#) on Indeed.