

Detailed Job Description Example

➔ A well-crafted job description helps potential candidates understand what the job entails and assists HR professionals and hiring managers in screening and selecting the right candidates. It ensures clarity on both ends, reducing the chances of a misfit hire.

Take a look at the job description example provided. It showcases the role and covers all the essential points you need to address in a comprehensive and engaging manner.

JOB DESCRIPTION EXAMPLE:

ROLE: Digital Content Strategist - Senior Level

Why do we need you:

With a vast digital landscape ahead, "Business Explained" is poised to expand its reach beyond eBooks. We recognise the power of digital content in engaging our audience and deepening our brand's footprint. To usher us into this new era, we need a visionary like you!

If the idea of moulding the digital narrative of a brand excites you, and you can identify the content preferences of a diverse online audience, then you are the strategist we are looking for.

What you'll do:

- Orchestrate the creation, distribution, and optimisation of compelling, relevant content.
- Understand our target audience, analyse their content consumption habits, and translate findings into actionable insights.
- Collaborate with our design, marketing, and product teams to ensure a consistent brand voice and message.
- Lead a team of content creators, ensuring deadlines are met and quality is impeccable.
- Analyse performance metrics to gauge content effectiveness and pivot strategies accordingly.
- Keep abreast with content trends, industry shifts, and evolving audience preferences.
- Engage with external content collaborators, influencers, and thought leaders to amplify our brand's reach.

What we're looking for:

- Strong passion for content and understanding of various digital formats and platforms.
- Proven record in content strategy, development, and optimisation.
- Solid grasp of content analytics tools and performance metrics.
- Exceptional communication skills, both written and verbal.
- Familiarity with SEO, SEM, and other digital marketing concepts.
- Ability to lead and inspire a team towards common objectives.
- Bachelor's or Master's degree in Communications, Marketing, Business, or related fields.

Bonus points

- Experience in strategising content for eLearning or digital product platforms.
- Proficiency in multilingual content creation.
- A portfolio that showcases a successful content campaign from ideation to execution.

In the example provided, we've segmented the job description into four distinct sections. Each section serves a unique purpose: 'Why We Need You' resonates with the candidate's intrinsic motivation, 'What You'll Do' outlines daily responsibilities, 'What We're Looking For' sets the role's benchmarks, and 'Bonus Points' highlights desirable but non-essential attributes.

These sections together provide a comprehensive and engaging overview, ensuring clarity for potential candidates and setting the stage for a successful recruitment process.