



Crafting a Winning Job Description



STORYBOARD



Crafting a Winning Job Description

TARGET AUDIENCE:

This training is for Hiring Managers partnering with HR to write winning job descriptions to recruit the best candidates. There is no secondary audience.

LEARNING OBJECTIVES:


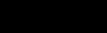


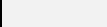

1. Identify essential elements needed to develop a job description (JD) that will attract the right candidates
2. State what is not necessary in a JD

DESIGN ELEMENTS

Font: Open Sans (Headings, Body)

Color Palette

Below is Alkator's color palette to maintain branding.

Color	RGB	HEX	Color	RGB	HEX
	190-17-31	#BD111F		0-0-0	#000000
	248-202-54	#F8CA36		255-255-255	#FFFFFF
	242-242-242	#F2F2F2			

STORYBOARD COMMENTS FOR DEVELOPERS

- Each table in the storyboard represents one scene.
- Text in [brackets] is for informational purpose, does not appear on the video
- The character speaking is indicated in the audio/script column as [character].
- Audio is lip synched with characters.
- On Screen Text (**OST**) appears with **audio** (words in **bold**) unless there is a number in [brackets] within the sentence indicating when text appears



Scene 1 – Title: Crafting a Winning Job Description			
Visual / Display	Animation / Interaction	OST	Narration / Script
<p>Animated video with Alkator logo</p>	<p>Circles and the two shapes from the logo fly in and grow from different directions until they reach their position on the final logo. The rest of the logo (letter “a” and alkator a software company” zoom in at the end of the animation.</p> <p>Then the logo moves to the left as a red shape flies in from right, taking half the screen, then title of course appears white, like the cover of storyboard.</p> <p>[2] and [3] Megan and Trevor pop up in a circle and are waving. Their names appear as well.</p>	<p>[1] Crafting a Winning Job Description</p> <p>[2] Megan</p> <p>[3] Trevor</p>	<p>[1] [Narrator] Welcome to Alkator Crafting a Winning Job Description. This video is part of a training series designed to improve the hiring process and select the best candidates.</p> <p>[2] Megan and [3] Trevor will guide you through the key steps to writing a winning job description that attracts top talent and sets the foundation for a successful recruitment process. Let's get started!</p>
Notes:			

Scene 2 – Introduction			
Visual / Display	Animation / Interaction	OST	Narration / Script
<p>Scene opens in a split screen with Megan in her office at her desk, chatting with Jamie on the phone. Jamie works remote and has a home office.</p>	<p>Both characters are animated as they speak.</p>		<p>[Megan] Jamie, I need to craft a job description to bring in a new instructional designer for our team. Could you help me review previous JDs?</p> <p>[Jamie] Oh, unfortunately I don't have a lot of experience with this. Why don't you talk to Trevor, our new human resources administrator? I heard he is excellent and really thinks of every aspect of a job description, not just the responsibilities of the position.</p> <p>[Megan] Great advice, I will contact him. Thanks Jamie, I'll see you at our meeting tomorrow.</p> <p>[Jamie] You bet! Have a great day!</p>
Notes:			



Scene 3 – Start of the Meeting			
Visual / Display	Animation / Interaction	OST	Narration / Script
Scene opens in a conference room with a big screen on the side. Megan and Trevor are sitting and talking about the JD.	[1] Both characters are animated as they speak. [2] Trevor walks to the big screen, zoom in to the screen and Trevor.		[1] [Megan] Thanks Trevor for meeting with me so fast! [Trevor] No problem! I had time to review the JD you emailed me. It is really long and has anything and everything in it. [Megan] I agree it feels like a long list, but at the same time I think it's important to have a detailed job description. [Trevor] Actually, having too many details and missing important information can discourage qualified candidates from applying. [Megan] How so? [Trevor] Putting everything as a requirement will intimidate good candidates. Some skills can be learned on the job. Additionally, some elements are missing that candidates would like to know prior to applying. [Megan] I get your points. So how do I make sure I have a great job description? [2] [Trevor] Well, let me guide you through the steps.
Notes:			

Scene 4 – The Process			
Visual / Display	Animation / Interaction	OST	Narration / Script
Continue from end of scene 3. Show the screen and Trevor only.	Trevor is the main character Text appears on the screen synced with audio	1. Define the Job Title and the level	[Trevor] Start by clearly defining the job title and the level . It should accurately reflect the role and responsibilities. It might sound obvious but if the title and responsibilities do not align, it creates confusion. For example, do not ask an entry level position to have 2 years of experience, or a Junior level to have more than 5 years.
Notes:			



Scene 4a – The Process			
Visual / Display	Animation / Interaction	OST	Narration / Script
	Trevor is the main character Text appears on the screen synced with audio	2. Outline key Responsibilities and tasks For example: 20% project management 20% assist with storyboarding 60% developing solutions	[Trevor] Next, only outline the key responsibilities and tasks required for the position. This is where people start putting everything and lose candidates. Be concise and very clear. You can add the percentage of time spent for each responsibility. This will help candidates determine if their interests and experience align with the position.
Notes:			

Scene 4b – The Process			
Visual / Display	Animation / Interaction	OST	Narration / Script
	Trevor is the main character Text appears on the screen synced with audio	3. Specify MUST HAVE Qualifications, Experience, and Skills	[Trevor] Specify must have qualifications , such as minimum education or specific certifications, experience , remember to align the years of experience with the job title, and must have skills , not the nice-to-have skills. These skills can be learned on the job, and again, some candidates might shy away from applying. For example, if you are not using some tools for developing your materials, do not list them. This shows candidates you know what you are looking for.
Notes:			



Scene 4c – The Process			
Visual / Display	Animation / Interaction	OST	Narration / Script
	Trevor is the main character Text appears on the screen synced with audio	4. Company culture, value, and benefits - collaborative work environment - commitment to diversity and inclusion - equal employer opportunity - benefits: PTO, flexible hours, health insurance, 401K, dependent tuition assistance	[Trevor] include a brief description of our company's culture, values, and benefits. mention things like 'collaborative work environment' or 'commitment to diversity and inclusion.', equal employer opportunity vacation, flexible hours and sick days, health insurance, 401K, dependent tuition assistance
Notes:			

Scene 4d – The Process			
Visual / Display	Animation / Interaction	OST	Narration / Script
	Trevor is the main character Text appears on the screen synced with audio	5. Salary range x to xx - W2 or 1099 6. Work conditions - in-person, - hybrid (# of days and location) - remote - full-time or part-time (number of hours)	[Trevor] It is our company's policy to list if the position is a W2 or 1099 as well as the salary range . Work with your budget, market and company's comps to decide on a range. That range should be narrow if you have a well-crafted job description. Regarding the work conditions , include in details if the position is full or part time, in-person, hybrid (with the number of days and location), or remote.
Notes:			



Scene 4e – The Process

Visual / Display	Animation / Interaction	OST	Narration / Script
Zoom out at the end to return to same scene than beginning of scene 3.	Trevor is the main character Text appears on the screen synced with audio.	7. how to apply	[Trevor] Finally, make a call to action by providing instructions on how to apply and include any necessary documents or deadlines as well as the link to the application page.
Notes:			

Scene 5 – Summary

Visual / Display	Animation / Interaction	OST	Narration / Script
Same as Scene 3 Zoom back to the conference table as Trevor walks back to his seat	[1] Both characters are animated as they speak. As Megan says “I have a better understanding”, zoom in to her as she will summarize the main points. As Megan says “Is that right?” zoom back out to show Trevor.	[1] A winning job description 1. Define the Job Title and the level 2. only Outline key Responsibilities and tasks 3. Specific MUST HAVE Qualifications, Experience, and Skills 4. Company cultures, value, and benefits 5. Salary range, type of contract 6. Work conditions 7. How to apply [2] Do not:	[Megan] That was so informative Trevor! I can’t thank you enough. [Trevor] You are so welcome, I know it is a lot of information. [Megan] It sure is, I look at the job description I have from previous hirings, and I have a better understanding now as to what makes a winning job description! [1] Let me try to recall them. I need to Define the Job Title and the level, outline only key Responsibilities and tasks, give specific must have Qualifications, Experience, and Skills, share our company cultures, value, and benefits. I also need to be clear on the Salary range , type of contract and work conditions, so both the candidates and us are on the same page from the first interview and instruct on how to apply. Oh I almost forgot! What is not needed in a job description are: [2] any and all tasks that are not job specific. Nice to have skills. These can be learned on the spot.



Scene 5 – Summary			
Visual / Display	Animation / Interaction	OST	Narration / Script
		<ul style="list-style-type: none"> - list tasks that are not job specific and are part of any position - include nice-to-have skills - unused qualifications - more experience than needed 	<p>Unnecessary qualifications More experience that is needed.</p> <p>Is that right?</p>
Notes:			

Scene 6 –Conclusion			
Visual / Display	Animation / Interaction	OST	Narration / Script
<p>Same as Scene 3</p> <p>Trevor and Megan stand.</p>	[1] Both characters are animated as they speak.		<p>[Trevor] That's it Megan, you got it!! I will email you a link to our Human Resources SharePoint where you will find a job aid and other resources to help you craft a great job description. And if you need anything you can always ask me.</p> <p>[Megan] Wonderful! Thanks again.</p>
Notes:			

Scene 7 –Closing Slide			
Visual / Display	Animation / Interaction	OST	Narration / Script
Alkator logo	Fades in	Thank you	[Narrator] Thank you for viewing Alkator's Crafting a Winning Job Description. We hope you found this video informative.
Notes:			