



WellSaid Labs Script

Names in black rectangles are the voices used in WellSaid Lab.

Total time 5:12

NARRATOR **Marcus G.**

SCENE 1

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.

Megan and 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!

SCENE 7

Thank you for viewing Alkator's Crafting a Winning Job Description. We hope you found this video informative.

In the next training module, you will learn how to conduct preliminary résumé reviews.

JAMIE **Sofia H.**

SCENE 2

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.

You bet! Have a great day Megan!

MEGAN **Jodi P.**

SCENE 2

Jamie, I need to craft a job description to bring in a new instructional designer for our team. Could you help me reviewing previous Job descriptions?

Great advice, I will contact him. Thanks Jamie, I'll see you at our meeting tomorrow.

SCENE 3

Thanks Trevor for meeting with me so fast!

I agree it feels like a long list, but at the same time I think it's important to have a detailed job description.

How so?

I get your points. So how do I make sure I have a great job description?

SCENE 5

That was so informative Trevor! I can't thank you enough.

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!

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 finally, instruct on how to apply.

Oh finally, and I almost forgot, what is not needed in a job description are:

any and all tasks that are not job specific.

Nice to have skills. These can be learned on the spot.

Unnecessary qualifications

More experience that is needed.

Is that right?

SCENE 6

Wonderful! Thanks again.

SCENE 3

No problem! I had time to review the JD you emailed me. It is really long, has anything and everything in it.

Actually, having too many details and missing important information discourage qualified candidates from applying.

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.

Well, let me guide you through the steps.

SCENE 4

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.

SCENE 4A

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.

SCENE 4B

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.

SCENE 4C

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 PTO, flexible hours, health insurance, 401K, dependent tuition assistance

SCENE 4D

To respect the candidates, it is our company's policy to list the **salary range**, if it is a W2 or 1099. 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 in-person, hybrid (number of days and location), or remote.

SCENE 4E

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.

SCENE 5

You are so welcome, I know it is a lot of information.

SCENE 6

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.