

GROW

# HOW TO WRITE A JOB DESCRIPTION

A FREE RESOURCE FROM THE RRSBDC

[roanokesmallbusiness.org](http://roanokesmallbusiness.org)



# THE BASICS

As a small business owner, having job descriptions for all the roles in your company (whether there are 1 or 20) is a good idea. Taking the time up front to spell out a role's responsibilities can avoid confusion and help set expectations.

Job descriptions can also be used during the hiring process, in advertisements, job postings, or interviews.



Be sure to include the general, basic information for the job. Things to think about include:

# WHAT TO INCLUDE

1

Job title

2

To whom the position reports and management responsibilities (if applicable)

3

Specifics about pay: hourly or salary, a specific amount or range based on experience

4

Expected hours per week, and if specific hours are needed or if it is flexible (i.e. Monday through Friday, 8:00 a.m. to 4:00 p.m.; or, 25 hours per week, flexible). Also mention if there are occasional hours required outside the normal schedule

5

Expectations about in person or remote work

6

State if there are specific or unusual skills required, like heavy lifting or a particular professional license

7

If the job is eligible for benefits, such as health insurance and paid time off (sick or vacation leave)

# EQUAL EMPLOYMENT OPPORTUNITY COMMISSION

Employers must ensure that recruitment, hiring and promotion decisions are not based on race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, disability, age (40 or older) or genetic information (including family medical history). The Equal Employment Opportunity Commission has a small business resource center to guide you in this process and your SBDC Advisor can also assist.

## RESOURCES

[SMALL BUSINESS RESOURCE CENTER](#)  
[SBDC ADVISING](#)

# RESPONSIBILITIES

This is the main section of the job description and spells out both the day-to-day duties and long-term goals of the position and how those will be achieved and measured. Try to be as clear as you can about your expectations for the position since it will help you have more fruitful conversations about job performance and attract candidates that are a good match for the job.

There are two ways to approach this section: a task-based approach and an outcomes-based approach. In general, a task-based approach can be most useful for jobs that have specific tasks that need to be completed every day and those tasks rarely change. An outcomes-based approach is more useful when a job has objectives and results that must be met, and the person in the role needs to be flexible in how they meet those objectives and adjust to the changing needs of the organization. Not sure which to use? Choose the approach that best fits the requirements of the job and your company culture.

# TASK BASED APPROACH

- 1 What are the core daily, weekly, and monthly responsibilities? Does the position greet customers, schedule appointments, generate a weekly sales report, create or change a display on a monthly basis?
- 2 Are there specific projects the person will work on; if so, what is their role on the project team and what work are they expected to take on?
- 3 Will the position need to cover for others in the company during lunches or vacations?
- 4 Is there specific training the person who has the job needs to complete? Is there a timeframe and who pays for the training?
- 5 Are there periodic reviews of performance or a probationary period?

[VIEW SAMPLE HERE](#)

# OUTCOMES BASED APPROACH

- 1** What key objectives does this role support?  
Where does the role fit into the vision for the company?
- 2** Are there specific short- or long-term projects this role leads or contributes to?
- 3** Many employers are using personality testing and other assessments to determine if candidates are a good fit for their company culture. Consider building a short assessment and provide the link to candidates.  
Include statements like, “You would be a good fit for this role if...” or “You probably aren’t a match if...”
- 4** Don’t overlook points about quality of life and flexible or remote work. These are becoming increasingly important to employees of all ages and backgrounds.

[VIEW SAMPLE HERE](#)

# QUALIFICATIONS

Many employers divide this into “required” and “optional” sections. Items that you may want to include are:

Specific degrees

Training

Certifications

Licenses

Years of experience



Use well-known industry terms and avoid lingo or acronyms that are specific to your company.



# ABOUT THE COMPANY

If you are using the job description for recruitment, include information about your company or point candidates to an up-to-date company website. Any benefits related to flexibility, remote work, tuition assistance, career planning, or opportunities for growth should be included.



SEARCHING ONLINE FOR JOB DESCRIPTIONS IS GOOD FOR RESEARCH, BUT MAKE SURE YOU PERSONALIZE THE FINAL VERSION WITH YOUR COMPANY'S SPECIFIC NEEDS AND VIBE.

Click the link below to see a great example of an effective Careers Page.

[SAMPLE HERE](#)

# AMENITIES



This is also a great place to highlight the livability of our area! The Roanoke Regional Partnership has a Get2KnowNoke website and Onward NRV has information about the benefits of living in the New River Valley. Roanoke Outside highlights outdoor activities in the area. The Allegheny Highlands area also has two resources that may be useful: the Visit Allegheny Highlands site and its Economic Development Corporation site.



If the position tends to attract people with certain interests, highlight the amenities available in the region that speak to that audience. For example, if you are hiring for a position in the Arts, you would want to highlight local art organizations, events, and opportunities. If your company tends to attract people who are interested in the outdoors, highlight those amenities. Perhaps the personality best suited to the role would appreciate the diversity of restaurants in the area. This is a place to be creative and give candidates a flavor for the personality of the company; there are no wrong answers here.

# NEED HELP?

We're here for you.

Visit our [website](https://roanokesmallbusiness.org) to schedule  
an appointment.

[roanokesmallbusiness.org](https://roanokesmallbusiness.org)

