

UNIVERSITY OF ILLINOIS  
AT URBANA-CHAMPAIGN

# Writing Job Postings That Sell



[illinois.edu](http://illinois.edu)

# Objectives

- Understand what a job description is and the importance, especially to students
- Cite tips for writing good job descriptions
- Outline what should be included in a job description
- Share an easy to use template to get started



# Purpose of Job Descriptions

- A job description is a written narrative of a job which includes information regarding
  - The general nature of the work to be performed
  - Specific responsibilities and duties and the
  - Employee characteristics needed to perform the job
- For many students, job descriptions are the equivalent of the front door of your house...“curb appeal” is vital!



# Job vs. Position Descriptions

- Job descriptions document the general nature of the work to be performed
  - Duties, general responsibilities
  - Basis for position descriptions
- Position descriptions customize responsibilities
  - Focus on outcomes and accountabilities rather than duties
  - Used to manage performance



# Job Descriptions & Branding

- Attractive job postings show why & how your company is a great place to work
  - Include high energy language that shows why your employees love working there
  - Vital to keep posting current, thorough, and attractive to your *audience*
- Overview of company
  - Industry recognition, growth rate, market share, etc.
  - Employee Value Proposition (1-2 lines)
- Why would a top person want this job?
  - Why is this better than competing positions?
- What impact could an applicant have and what is the long-term career path?



# Elements of Great Job Descriptions

- Job title
- Summary/Objective
  - Summary of overall objective of the position
- Essential functions
- Competencies
  - Knowledge, skills, abilities to do the job
- Supervisory responsibilities
- Work environment/*Physical demands*
  - *Describe the working environment (e.g., outside, indoors, noise level, lighting, other work conditions)*
  - *Describe the physical demands of the job (like bending, sitting, kneeling, lifting, driving, etc.)*



# Elements of Great Job Descriptions

- Position type and expected hours of work
  - (FT, PT, days of the week, etc.)
- Travel
  - Percentage of time travel occurs and where (locally, domestically, internationally)
- Required/Preferred education and experience
- Additional eligibility requirements
  - Certifications, industry experience, etc.
- Work authorization/Security clearance
  - List visa requirements, sponsorships, special clearances
- AAP/EEO Statement



# Importance of a Well-Written Job Description

- Establishes responsibilities
- Establishes performance guidelines
- Limits legal exposure to issues such as equal opportunity and discrimination laws
  - Aids in the establishment of the Fair Labor Standards Act (FLSA) classification (exempt vs. nonexempt)
  - Assists in determinations of American with Disabilities Act (ADA) reasonable accommodation
- Helps to establish pay levels
- Helps to manage employee expectations
- Serves as tool for recruitment and employee selection
- Assists with employee career development
- Supports the succession planning process



# What Do Students Seek?

- Authentic feedback & interactions with employers
- Trustworthiness & job security
- Balance between structure & freedom
- Environments that support but challenge
- Work/life balance
- Feedback & communication on expectations and performance



# What Do Students Seek?

- Recognition (in various forms)
- Ability to make an impact
- Relevance to their previous experiences but opportunities to grow/learn
- On the job mentors
- Fair compensation
- An environment that supports career development



# Student Video

- <http://www.youtube.com/watch?v=s2McodoboAg&feature=youtu.be>



# Job Description Examples



# Product Manager – Braintree

As a Product Manager with Braintree, you will build products from existing ideas and help develop new ones based on a big-picture vision. You must possess a unique blend of business and technical savvy, a keen eye for detail, the courage to dive into challenging projects and the drive to make a product a reality.

## Had you been with us last month, you would have....

- Coordinated a weekly planning meeting
- Written story cards
- Tested features
- Collaborated with engineers and other braintree teams to improve our software
- Helped the support team troubleshoot a merchant problem
- Interacted with merchants to evangelize our product
- Sat in on a retrospective
- Participated in a stand up
- Read a tweet from a satisfied client about a feature that you put into production

## We are team based...

We work in an open team room; no cubicles or private offices. Communication is key to our process, and we don't want to hinder it with walls. We work directly with coworkers as well as merchants to triage, design, and solve the business's technical challenges. The key to our strong team is transparency and responsibility.

## We are agile...

For us, the most important part of being Agile is doing what works best for the team. We work off a story card wall and release weekly. We keep the team in sync with daily standups and have a retrospective once a month to discuss things that are going well and opportunities for improvements. We regularly communicate with our stakeholders and partner teams to get immediate feedback. We value diverse opinions and we do what's right for the product and the team.



## Interested?

We're looking for passionate people who are interested in jumping on a rocket ship that powers the best of the payments industry.

Take a look at some of our **blog posts** to see some of the **problems we face**:

<http://www.braintreepayments.com/inside-braintree/how-we-built-the-software-that-processes-billions-in-payments>

Think you've got something to contribute to our exceptional team? We'd like to hear from you!

### ***Side bar of "Fun Things We Do"...***

- *Monthly Whiskey Night*
- *Monthly outings: Whirly Ball, ice skating, Second City, Cooking Classes and Cubs Games*
- *Mid-day game hour and office competitions*
- *Fully stocked kitchen*
- *Work while working out on the treadmill desk*
- *Drinks after work*
- *Do Good initiatives*



# Data Analyst – Capital One

*What is Capital One?*

Capital One is not your typical bank. We were founded in 1994, with the big idea of using analytics to provide customized financial products to consumers.

But we didn't stop there. Capital One is now a diversified bank that offers an array of financial products and services to consumers, small businesses and commercial clients.

Ranked #127 on the FORTUNE 500, Capital One has one of the most widely recognized brands in America and is one of the nation's 10 largest banks based on deposits.

We've been named one of FORTUNE's 100 Best Companies to Work For, and we're looking for the very best campus talent to keep Capital One on the cutting edge.



## *What is a Data Analyst?*

As a Capital One® data analyst, your goal is to solve complex data problems that enable insights into customer behavior and operational performance. With the explosion of data that's available for making business decisions, you'll find yourself in a critical role at the intersection of business strategy and technology. To succeed requires rigorous logical thinking, adaptability, and exceptional teamwork.

As a Data Analyst you will participate in our Analyst Development Program where you will start your career as a full-fledged member of our team from day one. This selective program provides structured training, a diverse set of experiences, networking with senior executives, exposure to multiple business areas, leadership opportunities and much more. The program is designed to help accelerate your transition to a professional environment and launch a high-potential trajectory for your career.

Our ideal candidates are top-performing students who excel at analytic problem solving, desire a technical aspect to their role, and want immediate integration into major corporate initiatives. They're motivated to develop a deep understanding of data, programming, business insights, and technical skills that are required to harness the power of our extensive data warehouses and execute Capital One's information-based strategy. They want to work with highly intelligent peers and business leaders in a vibrant, collaborative environment, and develop the skills required to excel.



# Summer Intern – Accident Fund Holdings

## Why Join Us

What makes our insurance company different from the next is our people. We pride ourselves on hiring and retaining the best and brightest, providing an opportunity for each person to maximize their potential, directly contribute to our organization's success and be appreciated for their differences. In fact, our culture is built on a foundation for valuing our employees as the key asset.

Within tow of our operating unites, employees have propelled us to receive national recognition as “Best Places to Work In Insurance” the past three years.

We value drive. We encourage innovative thinking. WE have no doubt that you'll find inspiration in those you work alongside and support for the ambition we know you'll bring to the table.

## Who We Are

Accident Fund Holdings, Inc. is committed to providing the best workers' compensation products and customer service to companies and their employees across the country. Our specialized business model produces superior returns and we have a strong track record of outperforming the industry. By operating as a specialist, we have a competitive advantage and have created lasting value for our stakeholders and customers.

## What We Do

We specialize in workers' compensation insurance. Our national footprint and strength is complemented by a regional market approach, with four distinct operating units that have an intimate knowledge of their customers, injured workers, and agents and brokers. Each operating unit offers superior underwriting, marketing, loss control and claims services in their niche and focused markets. The combination of a national footprint and strength with a local market expertise is what makes our organization so strong and enables our long-term outperformance of our peers.



# A National Company with Local Roots

Headquartered in Lansing, Mich., we are one of the largest workers' compensation insurers and the largest non-governmental specialty writer of workers' compensation insurance in the United States. We conduct business through our four operating units, as well as in remote offices throughout the United States:

- \* Accident Fund Insurance company of America in Lansing, Mich.
- \* United Heartland headquartered in Milwaukee with regional offices in Chicago,; Charlotte, NC; and Kansas City
- \* CompWest Insurance in San Francisco and Santa Ana
- \* Third Coast Underwriters in Chicago

We are rated "A-" (Excellent) by A.M. Best and are a wholly-owned subsidiary of Blue Cross Blue Shield of Michigan.

## Internships are available in these disciplines:

- \* Predictive Modeling
- \* Economics
- \* Claims
- \* Loss Control/WorkSafe Consulting
- \* Legal
- \* Business
- \* Data Analytics
- \* Insurance
- \* Underwriting and Business Development
- \* Audit
- \* Marketing



# Job Description: Template



# Job Description: Template

Title \_\_\_\_\_ Department \_\_\_\_\_

Work Location \_\_\_\_\_

Exempt Status \_\_\_Y\_\_\_N Position Status \_\_\_FT\_\_\_PT

Company/Department Overview [Branding]:

*In the performance of their respective tasks and duties all employees are expected to conform to the following:*

\* Position purpose [General statements regarding the overall objective of the position]

\* Responsibilities/Duties/Functions/Tasks [List of material responsibilities and essential duties which must be completed in achieving the objectives of the position]

\* Qualifications [Statements regarding minimum educational and experience qualifications, required proficiencies with specialized knowledge, computer proficiencies, military service, required certifications, etc.]

\* Special Position Requirements [Optional section: Any travel, security, risk, hazard or related special conditions which apply to the position]

\* Preferences [Optional section: Preferred attributes for the position which are not absolutely required in the minimum qualifications (i.e., multi-lingual, masters degree)]

\* Work Requirements [Optional section: Work requirements for mental, physical, or other important issues which relate to the job]



# Job Descriptions & Career Fairs

- Entices students to visit you at the fair
- Branding tool – raises awareness of available opportunities
- Helps students gain better understanding of your company and their fit in it
- Strong job descriptions increase the depth and quality of your conversation with candidates at the fair



# Telling Your Story at Career Fairs

- Tell *stories*...what is the purpose of your organization? Why does it exist?
- Address students' resistance...be honest & transparent
- What do you believe? What are you fighting for every day?
- Differentiate! And be selective with students as well...find students who share your vision and values



# Research Park Career Fair

Wednesday, April 2  
4:30-6:30PM  
Atkins Building



- Great opportunity to seek interns and full-time candidates
- Register now if you haven't already!



# Career Fair Tips



- Bring a small table top display and marketing brochures or other materials
- Staff the fair with enthusiastic representatives – send alumni if possible
- Incorporate something interactive in your booth that demonstrates what you do
- Be prepared to talk about the types of projects in which you would anticipate the intern or new hire to participate
- Hold an open house and invite students to visit your local facility



# Questions?



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