

QUESTIONS EVERY JOB DESCRIPTION OR CAREER PAGE SHOULD ANSWER

No longer is it enough that the job description *only* covers the skills, requirements, education, and tasks required to succeed in the job. Today, with the talent market as tight as it is, differentiation is imperative. While we might not appeal to each person that is interested in applying, we'll be able to be exactly the right fit for those that believe in the same things we do. Consider proactively answering these questions as you look to attract your next best employee.

Is the work we the candidate will do independent or with a team?

Where do we volunteer?

What social causes do we support?

Do we support a political party?

What does the growth trajectory for the role look like?

Who do you working with and what do they value?

How much do we travel?

How do we celebrate?

How many emails do we write in an average day?

How often are we on the phone?

Where do we work from?

What does leadership development look like?

Are we required to be in the office?

How do we prefer to communicate?

How do we acknowledge and support mental health?

How much overtime is expected?

How do we ensure everyone is included?

How do we live our company values?