



Maxim Resources

The Perfect Job Spec



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What is a Job Spec

A job specification describes the knowledge, skills, and abilities needed to perform a job in an organisation. A job description includes information such as the position, roles and responsibilities, as well as education, experience, and the workplace. All of these aid the employer in the recruitment and selection process by evaluating candidate performance, as well as in their appraisal and promotion.

Why is it important

When you clearly define the qualifications for a particular role, you can reduce the number of people who apply who aren't suitable for the role. This, in turn, will help you save precious recruitment time by reducing the amount of applicants that come in.

From the perspective of a candidate, a job description is a brief overview of what an employee's life will be like at the company. If you fail to provide an accurate job description, the employee will feel deceived by your company and will be more likely to quit. If, on the other hand, it is correct, the employee should enjoy their job because it meets their expectations.

What to include

- A distinct job title
- A snapshot of the company that is hiring
- The position's location (For example, Is it in an office or working from home)
- The role's responsibilities
- The qualifications or experience required by applicants
- Benefits of the role to attract candidates
- Contact information or a link to a CV submission form

What not to include

- Discriminative language
- Misleading or incorrect information
- Negative comments
- A huge list of overwhelming or irrelevant duties
- Using gender-biased language



The Title

Do's	Don'ts
"Care Worker"	"Senior Care Worker"

Why? - Even if the candidate meets every requirement for the role, they may not apply and feel intimidated due to the word 'Senior' in the title (a practise known as 'title creep'). The opposite can also be true if the requirements appear senior but the title says 'Junior'.

The Duties

Do's	Don'ts
<ul style="list-style-type: none">• "Washing and dressing• Taking food and refreshment• Preparing and cooking nutritious meals• Laundry, hoovering, tidying and cleaning"	"The duties within in this rewarding role include washing, dressing, taking food, preparing and cooking nutritious meals, laundry, hoovering, tidying and cleaning."

Why? – It is much easier to read and less overwhelming to list duties and benefits. It also increases the likelihood that the candidate will read all of the job requirements, reducing the number of people who apply who aren't qualified for the position.

The Location/Keywords

Do's	Don'ts
"We have a great role in the centre of Reading."	"We have a great role in Reading, Woodley, Early, Theale, Twyford and Pangbourne."

Why? – Listing multiple locations or 'keywords' may be classed as keyword stuffing. Keyword stuffing is the practice of overloading a page with keywords. Filling pages with keywords results in a negative user experience and can harm your site's ranking if you're using a job board.

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