



WRITING MAGNETIC JOB DESCRIPTIONS



WHY IT MATTERS

Job descriptions are often the first impression candidates have of your company, and 95% of them are forgettable.

A **magnetic** job description does three things:

1. Captures attention with clarity and purpose
2. Communicates what's in it for the candidate
3. Filters in the right people and filters out the wrong ones



STRUCTURE

1. HEADLINE THAT GRABS ATTENTION

Do this:

- Be clear, but use compelling language.
- Include something unique about the role or company.

Examples:

- “Marketing Manager (Remote) – Build a Brand That Actually Matters”

2. HOOK PARAGRAPH: WHY THIS ROLE MATTERS

Purpose: Open with 2–3 sentences explaining:

- Why the role exists
- What the company does
- How this person will make a real impact

Template:

We’re on a mission to [your mission]. As our [Job Title], you’ll be at the heart of [specific impact], helping us [outcome the role supports].

Example:

At [Company], we’re modernizing infrastructure for underserved communities. As our Operations Analyst, you’ll optimize project data, budgets, and decision-making that affects millions.

3. KEY RESPONSIBILITIES (BUT NOT A LAUNDRY LIST)

Tips:

- 5–8 bullets MAX
- Focus on outcomes, not just tasks
- Use active language

Example:

- Track and analyze project costs to support strategic decisions
- Identify process bottlenecks and recommend solutions
- Partner with leadership to forecast staffing and capacity needs

4. WHO YOU ARE (NOT JUST “REQUIREMENTS”)

Split into two parts:

- Required skills (hard/soft skills, experience)
- Bonus/Nice-to-Have (optional, but valuable)

Example:

You’ll Thrive If You Have:

- 3+ years experience in operations or project analysis
- Advanced Excel skills and love turning data into insights
- Strong communication and comfort working across teams
- A proactive mindset — you spot problems before they escalate

5. WHAT'S IN IT FOR THEM

This is crucial. Candidates want to know:

- What they'll gain
- Career growth, flexibility, learning, impact

Template:

What We Offer:

- Competitive salary + performance bonus
- Remote flexibility and a team that values boundaries
- Professional development
- A mission-driven company where your work has meaning

6. CLEAR CALL TO ACTION

Avoid: "Apply now" as your only statement.

Instead: Add a warm, human invitation.

Example:

Ready to make your next career move one that matters?
We'd love to hear from you. Apply now and let's build something great together.

TEMPLATE

ADMINISTRATIVE ASSISTANT

Job Title: Administrative Assistant

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We are seeking a highly organized and proactive **Administrative Assistant** to support daily operations. You'll manage schedules, communications, and help ensure smooth workflow across departments.

Key Responsibilities:

- Manage calendars and schedule meetings
- Prepare reports and documents
- Handle phone calls, emails, and internal communications
- Organize and maintain digital and paper files

Qualifications:

- 1+ years in administrative roles
- Strong communication and multitasking skills
- Proficient in Microsoft Office/Google Suite

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

CUSTOMER SERVICE REPRESENTATIVE

Job Title: Customer Service Representative

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're seeking a friendly and detail-oriented **Customer Service Representative** to be the first point of contact for our customers. In this role, you'll handle inquiries, resolve issues, and provide support that ensures a positive customer experience. The ideal candidate is an excellent communicator, problem-solver, and thrives in a fast-paced environment while maintaining professionalism and empathy.

Key Responsibilities:

- Respond to inquiries via phone, email, or chat.
- Resolve product/service issues efficiently.
- Maintain accurate records of interactions.

Qualifications:

- Strong problem-solving and communication skills.
- Ability to work in a fast-paced environment.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

SALES REPRESENTATIVE

Job Title: Sales Representative

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're looking for a motivated and results-driven **Sales Representative** to join our team. In this role, you'll be responsible for building relationships with new and existing clients, identifying opportunities, and driving revenue growth. The ideal candidate is a confident communicator with a proven ability to meet sales goals, deliver exceptional customer service, and thrive in a competitive environment.

Key Responsibilities:

- Prospect and generate new business leads.
- Manage client accounts and ensure satisfaction.
- Meet and exceed sales targets.

Qualifications:

- Proven sales or business development experience.
- Excellent negotiation and interpersonal skills.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

MARKETING COORDINATOR

Job Title: Marketing Coordinator

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're seeking a creative and detail-oriented **Marketing Coordinator** to support the planning, execution, and tracking of marketing initiatives. In this role, you'll assist with campaigns, content creation, social media management, and event coordination while helping ensure consistent brand messaging. The ideal candidate is organized, collaborative, and eager to contribute fresh ideas that drive engagement and growth.

Key Responsibilities:

- Assist with social media, digital campaigns, and events.
- Create and update marketing materials.
- Track and report on campaign performance.

Qualifications:

- 1–3 years marketing experience.
- Strong writing and project management skills.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

HUMAN RESOURCES GENERALIST

Job Title: Human Resources Generalist

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're looking for an experienced and people-focused **Human Resources Generalist** to support our employees and leadership team. In this role, you'll manage day-to-day HR operations including recruitment, onboarding, employee relations, compliance, and benefits administration. The ideal candidate is approachable, detail-oriented, and committed to fostering a positive workplace culture while ensuring HR practices align with company goals and legal requirements.

Key Responsibilities:

- Assist with hiring and onboarding.
- Manage employee relations and HR records.
- Ensure compliance with labor laws and company policies.

Qualifications:

- HR experience or SHRM certification preferred.
- Strong people and communication skills.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

PROJECT MANAGER

Job Title: Project Manager

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're seeking an organized and results-oriented **Project Manager** to lead projects from initiation through completion. In this role, you'll develop project plans, coordinate cross-functional teams, monitor budgets and timelines, and ensure deliverables meet quality standards. The ideal candidate is a strong communicator, problem-solver, and leader who thrives in fast-paced environments and can keep projects on track while driving team success.

Key Responsibilities:

- Develop project plans and timelines.
- Coordinate cross-functional teams.
- Monitor budgets, deliverables, and risks.

Qualifications:

- Proven project management experience.
- PMP certification is a plus.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

ACCOUNTANT

Job Title: Accountant

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're looking for a detail-oriented and analytical **Accountant** to manage financial records, reporting, and compliance. In this role, you'll handle accounts payable/receivable, prepare financial statements, support audits, and assist with tax filings. The ideal candidate has strong technical skills, a keen eye for accuracy, and the ability to provide insights that support sound financial decision-making.

Key Responsibilities:

- Prepare financial statements and reports.
- Manage accounts payable/receivable.
- Assist with audits and tax filings.

Qualifications:

- Bachelor's in Accounting/Finance.
- CPA track preferred.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

IT SUPPORT SPECIALIST

Job Title: IT Support Specialist

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're seeking a reliable and tech-savvy **IT Support Specialist** to provide technical assistance and ensure smooth day-to-day system operations. In this role, you'll troubleshoot hardware and software issues, manage user accounts, and support network functionality to keep our team productive. The ideal candidate is a problem-solver with strong communication skills who can translate technical solutions into clear guidance for non-technical users.

Key Responsibilities:

- Troubleshoot hardware, software, and network issues.
- Manage user accounts and access.
- Install and maintain IT systems.

Qualifications:

- Experience with Windows/Mac systems.
- Strong problem-solving skills.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

OPERATIONS MANAGER

Job Title: Operations Manager

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're looking for a strategic and detail-oriented **Operations Manager** to oversee daily business operations and drive efficiency across the organization. In this role, you'll manage processes, monitor performance metrics, optimize workflows, and ensure resources are used effectively. The ideal candidate is a strong leader and problem-solver with a proven ability to balance strategy with hands-on execution, fostering smooth operations and supporting long-term growth.

Key Responsibilities:

- Manage workflows, policies, and procedures.
- Monitor performance metrics.
- Oversee budgets and resource allocation.

Qualifications:

- Strong leadership and organizational skills.
- Operations or management experience.

What You'll Get:

- Supportive team environment
- Opportunities for growth

TEMPLATE

EXECUTIVE ASSISTANT

Job Title: Executive Assistant

Location: [Insert Location or Remote]

Reports To: [Insert Title]

We're seeking a highly organized and proactive **Executive Assistant** to provide comprehensive support to senior leadership. In this role, you'll manage calendars, travel arrangements, correspondence, and confidential projects while serving as a key point of coordination across the organization. The ideal candidate is resourceful, detail-oriented, and skilled at anticipating needs to help executives stay focused on strategic priorities.

Key Responsibilities:

- Manage executive calendars, travel, and correspondence.
- Prepare reports and presentations.
- Handle confidential information with discretion.

Qualifications:

- 3+ years of executive support experience.
- Excellent organizational and communication skills.

What You'll Get:

- Supportive team environment
- Opportunities for growth

BONUSES

tone matters:

Match your company culture so ... if you're fun and fast-paced, don't sound like a law firm.

format for skimming:

Bullet points, bolded headers, and short paragraphs win.

inclusive language:

- Avoid jargon and unnecessary “must-haves” that discourage qualified applicants.
- Example: Instead of “must have 10+ years of experience”, try “experience leading projects from start to finish (typically 7–10 years).”

keep it candidate-centric:

- Frame responsibilities in terms of impact.
- Example: Instead of “manage social media accounts”, say “drive engagement with an online community of 50,000+ followers.”

show growth & opportunity:

- High performers want a career path, not just a role.

I hope you enjoyed this guide!

This guide gives you the tools to create standout postings, but sometimes you need an extra set of eyes or deeper support to bring it all together.

Because you already purchased this guide, I will offer you an add-on: a coaching session for \$119 (savings of \$40)

What you can expect during the **One-Hour Session**:

- **A Review** of your drafted job descriptions and refine them for maximum impact.
- **ATS Optimization** to ensure your postings rank higher in applicant tracking systems.
- **Tailored Examples** rewritten to match your company's voice, culture, and industry.

This added offer ensures you're not just posting jobs, you're positioning your company as an employer of choice while saving time and attracting stronger candidates.

To learn more or book your add-on session, contact me directly to take advantage of your discounted session:

kpurcell@handshakeinheels.com

If you have any feedback, good, or constructive, I'd love to hear from you!

HAPPY HIRING!

 KIRSTIN

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