

ATTRACTION-BASED JOB DESCRIPTION

POSITION TITLE:

COMPANY (Sell this as a place someone would want to be.)

- ❖ Well-established vs. up and comer
- ❖ How does the company own their space in the market? Are they famous for something?
- ❖ List most recent company awards, i.e., technology, engineering, "best midsize place to work"
- ❖ What 3rd party testimonials can you add?

BENEFITS AND FEATURES

- ❖ List every benefit this company offers, even the "unofficial" ones. (On-site daycare, company sports teams, free meals, gourmet coffee, on-site yoga, 100% company paid benefits, etc.)

THE ROLE THEY WILL PLAY

- ❖ A brief "big picture" summary of the position.
- ❖ How will they get to flex their creative muscles?
- ❖ How will this role set them apart from other roles they have had?

COMMUNITY

- ❖ School systems
- ❖ Recreation
- ❖ Known for scenic beauty or easy access to mountains, lakes, trails, etc.
- ❖ Cost of living

BACKGROUND PROFILE (Don't say requirements.)

- ❖ Expertise in ... (the main core skill)
- ❖ ___+ years' experience in... (the same industry as client)
- ❖ Exposure to... (3 most important skills/experience)
- ❖ Working knowledge of... (4th most important skill/experience)
- ❖ B.S. in _____ or equivalent experience

If you need to talk about money:

- ❖ Offers exceptional compensation...
- ❖ Compensation well above market...