

RITASUE SIEGEL RESOURCES

an Aquent company

GUIDE TO DEVELOPING JOB DESCRIPTIONS

More than a Description

The job description is an integral part of winning the “War for Talent.” Most people who are at the top of their game are employed. The trick is to get them interested in engaging with you so you have the opportunity to sell them on the benefits of joining your organization.

What interests designers most? The chance to do great work, to be part of an organization that values design in a location that suits their lifestyle and to be rewarded for performance.

Getting Started

If you do not know what you can expect an individual to do in a certain type of role, confer with someone doing the job, a person who employs such individuals, or the professional society such people may belong to. Check job postings on specialty job boards or company web sites for job descriptions of the types of individuals you are looking for.

Write a Compelling Description

State what it is about your organization that will interest a designer in the introduction. Reference where design is positioned, mention examples of design influenced or design led accomplishments, and if a consultancy, what the organization’s unique offer is.

Examples

#1

XXXX helps companies innovate. We design products, services, environments and experiences for organizations looking for new ways to provide value to their customers. XXXX creates viable and tangible strategies for innovation and executes all aspects of design and development, from conception through production.

XXXX’s work involves the whole process from ‘think to build’, gathering insight, exploring and defining design opportunities, helping define strategies, creating tangible design expressions and communicating the essence of these ideas.

XXXX is seeking talented and qualified industrial designers to join its growing Chicago location. You’ve read the boilerplate above, but here’s the deal; we really do work on that wide range of projects right here in Chicago.

#2

XXXX is a multi-billion dollar company, which transforms business and financial management by creating profoundly simple ways for people and businesses to manage their finances. Our products – including X, X and X -- are the “brand name” financial management products of their type. Our innovative user experiences enable consumers and businesses to manage their money so effectively that they can’t imagine going back to the way they did it before. Our company continues to innovate with new product offerings and is looking for a User Interface Design Leader to work closely with product teams and the design team to ensure that the company delivers the best user experiences possible.

#3

At XXXX we create the world's best home appliances, designed to make life easier and more enjoyable for all people. Our goal is a XXXX product in every home, everywhere. XXXX is searching for user experience designers who want to share this passion. We are actively recruiting human factors and user interaction designers with experience in consumer electronics to help us create the next generation of home appliances. If you enjoy creating user-centered solutions, collaborating with talented people, and being rewarded for your results, then we strongly encourage you to apply for one of our open positions in Global Consumer Design at XXXX.

Job Description Purpose

Primary

- Opportunity to frame and describe the role
- Allows both employer and prospective candidates to understand the role
- Defines job objectives and deliverables
- Outlines skills sets and behaviors required for role
- Sorts deliverables, experience, skills sets, behaviors by priority
- Defines experience required for the role
- Establishes employer criteria and performance measures

Secondary

- Prevents arbitrary role interpretation
- Narrows candidate field to those with matching goals, experiences and aspirations
- Provides neutral and objective reference points for appraisals, performance reviews
- Provides reference for training and development needs, if any
- Is reference tool to resolve employer/employee disputes, misalignments, misunderstandings

Gather Requirements

- Where will the person fit into the organization?
- To whom will they report?
- What are the goals and objectives of the position? (Rank according to importance)
- What skills does the person need to have? (Rank according to importance)
- What activities will the individual ultimately be responsible for? (Rank according to importance)
- What kinds of things does the individual need to have a track record of doing successfully? A top performer usually continues superior performance. (Rank according to importance)
- What other kinds of activities would be on the agenda for the person?

assess
create
collaborate
communicate
develop
direct
evaluate

grow
hire
influence
inspire
lead
learn
manage

mentor
track
organize
plan
produce
research
train

- How do I want the person to partner with me, if appropriate?
- Who else will the person work with on a daily/weekly/monthly basis? (Internally, externally?)
- Will the person inherit or hire a staff, if appropriate?
- Will the person work with outside vendors, contractors, freelancers? (If yes, will they select or participate in selecting them?)
- How often and what type of presentations will the individual have to make to peers, clients, marketing and sales, technology and R&D, senior management, editorial, copy, media, development, press, conferences?
- What types of documents will you require the person to write?
- What computer skills are mandatory?
- How frequently will this person be required to travel (week, month, year) and to where (international, national)?
- Is a driver's license required?

Compensation

- What is the salary? Minimum and maximum? *(Does not have to appear on the job description but you-and we-need to know it)*
- What are the benefits and relocation policy? *(Do not have to appear on the job description but you-and we-need to know them)*
- What is the bonus criteria and potential?

Describe Cultural Fit

- What makes a good citizen in our organization?
- How independent or entrepreneurial should the person be?
- What kind of energy level is required?
- What types of people are happy working here?
- What kinds of recreation, educational, spiritual, hobby, special interest groups, children's activities are available outside of work. (Only necessary if you are not in an urban area)

Legal

It is advisable to have an employment law attorney review job descriptions before using them to be sure they comply with government ADA and overtime requirements and to clarify expectations with others in your organization.