

Job Description Template

Job Title

i.e. Account Manager

- ▶ **TIPS:** *Optimize for Search, Don't Be Too Specific, Don't Be Overly General*

Company Overview

i.e. Good Dog Technology builds software for pet hospitals.

[Link to "About Us" page]

- ▶ **TIPS:** *Keep It Short, Answer "Who, What, When, & Where", Make "Why" About Company Culture*

Duties & Responsibilities

i.e.

- *Work with our in-house experts to create sales proposals.*
- *Day-to-day responsibility for keeping projects on track.*
- *Meet with assigned clients monthly.*

- ▶ **TIPS:** *Avoid Jargon, Keep Descriptions Broad, Make Job Sound Interesting*

Skills & Competencies

i.e.

- *You're a highly-motivated person with a proven track record for exceeding expectations.*
- *You enjoy meeting new people and look forward to helping them meet their goals.*
- *You're looking for opportunities to develop your sales and account management skills and add some new ones.*

- ▶ **TIPS:** *Use "You" Statements, Reflect Your Company Culture, Avoid Vague Language*