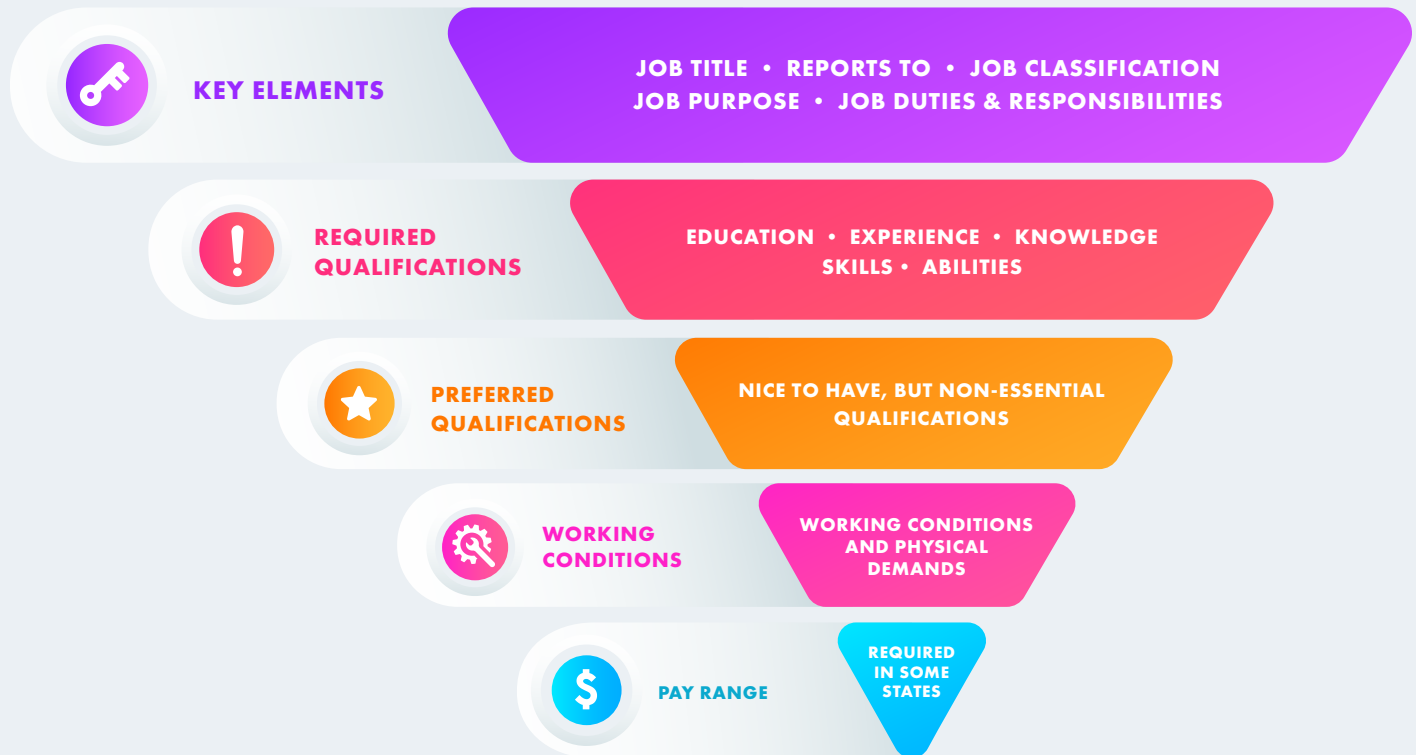


# THE JOB DESCRIPTION BLUEPRINT

The following blueprint provides high-level, basic requirements for crafting effective job descriptions.



## JOB DESCRIPTION COMPONENTS EXPLAINED

**Job Title:** A short, easy-to-understand description of the role and is consistent with other job titles of similar roles

**Reports To:** The person who will supervise this role

**Job Classification:** Determine whether the role is [Exempt or Non-Exempt](#)

**Job Purpose:** Provide a high-level, overview of the role, level, and scope of responsibility, consisting of three or four sentences that provide a basic understanding

**Job Duties and Responsibilities:** Describe the core duties and essential responsibilities assigned to the job — also referred to as the essential functions — which occupy a large proportion of the employee's time

### Required Qualifications:

- **Education:** Identify the educational qualifications that an employee must possess to satisfactorily perform the job

- **Experience:** Describe the minimum amount of experience required in terms of years and type of work experience that an employee needs to be qualified for the job
- **Knowledge, Skills, and Abilities (KSAs):** List specific skills and/or abilities required for the incumbent to be successful in this role; including the designation of any required licenses or certifications.

**Preferred Qualifications:** Qualifications that are “nice to have” but not essential to carrying out the job's daily functions

**Working Conditions:** The working conditions and physical demands that relate directly to the essential job duties and responsibilities to be compliant with the Americans with Disabilities Act. (i.e. lifting requirements, standing, sitting, etc.)

**Pay Range:** Depending on state transparency laws, the salary range may be required on the job description

# THE IMPORTANCE OF EFFECTIVE JOB DESCRIPTIONS:

## A GUIDE FOR BUSINESS OWNERS

Job descriptions serve as the foundation for successful hiring and employee management. While our Job Description Blueprint covers the essential components, this guide provides additional context on why well-crafted job descriptions matter and how to create them effectively.

### WHY JOB DESCRIPTIONS MATTER

Effective job descriptions do more than just list responsibilities—they:

- Create clarity for both employers and employees about role expectations
- Serve as legal documentation that can protect your business
- Help attract qualified candidates who are truly suited for the position
- Provide a framework for performance evaluations and career development
- Support compliance with employment laws and regulations

### TIPS FOR WRITING EFFECTIVE JOB DESCRIPTIONS

1. **Be concise and specific** – Use clear, straightforward language that avoids unnecessary jargon
2. **Use inclusive language** – Avoid gender-specific pronouns and terms that might discourage diverse candidates
3. **Focus on outcomes** – Describe what success looks like, not just daily tasks
4. **Use action verbs** – Begin job duty descriptions with present-tense verbs (manages, develops, coordinates)
5. **Consider growth potential** – Include information about development opportunities where appropriate
6. **Review regularly** – Roles evolve; update descriptions at least annually or when responsibilities change



### COMMON MISTAKES TO AVOID

- Confusing job advertisements with job descriptions (external vs. internal documents)
- Including too many "required" qualifications that aren't truly essential
- Using vague language that doesn't clearly communicate expectations
- Overlooking compliance requirements for your industry or location
- Creating unrealistic "unicorn" descriptions no single candidate could fulfill

**REMEMBER THAT YOUR FRANKADVICE HR CONSULTANT IS AVAILABLE TO REVIEW YOUR  
JOB DESCRIPTIONS AND PROVIDE GUIDANCE ON CREATING DOCUMENTS THAT BOTH  
PROTECT YOUR BUSINESS AND ATTRACT GREAT TALENT.**