Building a great job description is the foundation of great hiring.

Here's a checklist to make sure you're covering all the bases and building a job description that leads to making a great hire. Make sure you can answer all of the following questions in the affirmative before posting that job.

☐ ## Have you collected the right information from all stakeholders?

What the job entails depends on who you ask: the manager, a colleague, or the person currently in a position. To be sure you're getting an accurate depiction of the role, gather information from stakeholders and from incumbents—whether moving up, over, or out. SurveyMonkey has a free version that allows up to ten questions. It can be a valuable tool to collect input on the role's expectations, title, compensation, and scope to help ensure your hire's long-term success.

☐ ## Do you have awesome boilerplate copy you can insert into the beginning of all job descriptions?

This copy should lay out in compelling terms your company's mission, vision, and culture. A job description may be the first time a candidate encounters your brand, so put your best foot forward.

☐ ## Have you identified the behavior traits you need in a candidate?

What kind of person would be successful in this role? Consider the four key workplace behaviors: dominance, extraversion, patience, and formality. How much of each would the ideal candidate have? (Keep in mind: No one person can be all things! Prioritize the required behavioral traits over the nice-to-haves.)

☐ ## Have you described a job title and function?

In addition to collecting stakeholder input, consider how the position matches up with how the world views job titles, roles, and responsibilities. O-Net, the Occupational Information Network, is a publicly available search system that shares common language used to describe job titles, functions, skills, abilities, knowledge, work activities, and interests associated with different occupations. Use it as a reference point to be sure the right candidates find you—and not someone who has the wrong expectations of the job.

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☐ **Have you clearly articulated the KSAs (knowledge, skills, abilities) and other experiences required?**
Be clear about the specific capabilities you need in this role. The challenge here is finding the balance between creating a list of what you really need from this person and what's a realistic skill set for one person. For sample lists of KSAs, check out FedCareerInfo.com.

☐ **Have you used the right words to attract the attention of dream candidates?**
In addition to outlining the job description, you want to use language that will attract your ideal candidate. Use a tool like Textio to analyze your job description and predict its performance. It scores your description and offers you real-time guidance on how to improve your job posting and attract the right candidate.

☐ **Have you optimized your job ad for search engines?**
Searches for everything—including jobs—often start in the same place: Google. Make sure your job descriptions and listings show up when candidates search by paying attention to SEO (search engine optimization). Use a tool like Moz, which can help you identify popular keywords and opportunities to rank higher in search results. Google Analytics also offers tools that give insight to see which words are driving traffic to your current listings.

☐ **Is your job description ADA-compliant?**
You'd be surprised how many job descriptions out there could get a careless company sued. Protect yourself and your company by making sure your job descriptions are compliant—especially with ADA guidelines for your physical job requirements or limitations. Download this handy checklist from NICQA, which includes a full table of ADA- approved language.

☐ **Has the job been proofread and/or edited?**
Make sure your job posting is accurate and error-free by getting a second—or third—set of eyes on it. Check for grammar, typos, and erroneous or extraneous information. Don't have any good editors to help you? A simple tool like Grammarly can be of assistance.