



# **WHAT HAS HAPPENED TO THE JOB DESCRIPTION? DO YOUR JOB DESCRIPTIONS NEED WORK?**

By Joe O'Connor, CEO

# WE'VE TACKLED THE PROBLEM WITH JOB BOARDS.

While job boards have the ability to attract hundreds of candidates, more often than not, they fail to get us the RIGHT candidate. We understand that while appealing to the masses gets your job posting spread far and wide, the hard truth is that quality candidates aren't hanging out on job boards.

We also know it's time for a shift in the way we attract and hire; companies must get creative, using social media integrations, incorporating visuals and videos, and speaking to potential employees in an authentic way. But let's address the other elephant in the room: the job descriptions themselves.

It's safe to say if you've read one job description, you've read them all. Each one sounds the same, looks the same, and reads like a laundry list of generic requirements and skills that are purportedly needed to do the job. Why are we surprised that we're getting irrelevant, mass applicants when we're speaking to them as a mass, not as individuals? At the very least, shouldn't job descriptions detail the actual benefits and expectations of the job?

We get it. We know the barriers that exist when it comes to making edits or changes to job descriptions. Some companies have hundreds, and even thousands, of job descriptions. The thought of taking the time to edit each one seems like a daunting undertaking. Many job descriptions must be pre-written and pre-approved, and they sometimes serve as part of legal documents that require months of red-tape and approvals.

So, what CAN you do to change up a job description? The ViziRecruiter platform enables you to differentiate, be flexible, personalize and recruit for today's marketplace. Check out some of the out-of-the-box ways Vizi is changing up the hiring landscape:

## CHANGE JOB DESCRIPTION WORDING WITHOUT COMPROMISING YOUR JOB DESCRIPTION.

We've found that for many organizations, a job description is a legal document that can't be easily adjusted or changed. Vizi allows you to keep the integrity of your approved job description, but easily create a customized introduction or overview that can even be personalized for individual candidates. Candidates don't want to be treated like a number, and Vizi enables hiring managers and recruiters to send a personal text or email to a job link that can be personalized to attract exactly the right candidate! It's time job posts work for how we communicate today in this digital era.



## EASILY INTEGRATE KEYWORDS FOR SEO.

Similar to having the ability to edit job descriptions without a complete overhaul, Vizis work in real-time, meaning you can easily optimize job description content so posts show up in relevant search results. This helps candidates who are looking for your job opening to find it quicker! Update keywords as frequently as you want; our experts can also work closely with you to track keyword success and make recommendations.

## SHOW AND TELL.

Your company culture, employees and corporate vision are what should ideally attract the right candidate, not just the paycheck or benefits. A bunch of text can't effectively articulate who your company is, what you value or what it might feel like to work for you. Vizis visually communicate your brand, your people, the heart of your company. Candidates are looking to feel connected where they work and with whom they work for. Show them and tell them.

## EFFECTIVELY USE SOCIAL MEDIA TO CONNECT WITH POTENTIAL CANDIDATES.

If you aren't using social media as part of your hiring strategy, you're already way behind the eight ball. 95% of Americans own a smartphone, nearly eight-in-ten online Americans use Facebook (79%), and 68% of all Americans (including those who do not use the internet at all) are Facebook users. Text-based job descriptions and links simply do not translate to social media. Vizis are visual, interactive, mobile-responsive and engaging. Plus, they're built to be used on social media platforms. Customers who use Vizis on social media see a 50% increase in sharing of job posts.

# WHAT ARE YOU WAITING FOR? DON'T FALL BEHIND WHEN IT COMES TO HIRING AND RECRUITING IN TODAY'S VISUAL AND SOCIAL ERA.

**For more information or to schedule a short, no-obligation call with one of our customer advocates, contact us at [support@vizirecruiter.com](mailto:support@vizirecruiter.com), or call us at 1-800-681-9654.**





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