

Your Guide to Attracting Top Talent
with Impact-Based Job Postings

Rethinking the Job Description



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While the tools of talent acquisition have evolved rapidly over the past decade, there are some techniques that haven't changed at all. Take the traditional job description. It's either a list of requirements so long only a purple squirrel will do, or a description so generic it could be for any company.

No wonder, then, that although 72% of hiring managers say they provide clear descriptions, only 36% of candidates agree.

In this guide, you'll learn how to fix this disconnect by adopting a different approach: impact descriptions. We'll break down what an [impact description](#) is, tips for using this strategy at your company, and how to write a compelling one that resonates with the right candidates.

The Difference Between Traditional and Impact Descriptions

Traditional Descriptions:

vs.

Impact Descriptions:

Employ a laundry list of skills to explain the role

Identify what a candidate is expected to own, teach, learn, and improve

Use a long list of expected deliverables

Outline the candidate's impact over the first year

Remain company-focused

Are candidate-focused

Are generic

Are customized to the company

Are recruiter-driven with little input from the hiring manager

Drive alignment between hiring managers and recruiters

Put companies at a talent disadvantage

Help companies stand out by showing you put a lot of thought into open roles

Why Lever Made the Switch to Impact and Never Looked Back

In 2014, Lever came together as a company to rethink our approach to attracting talent in an increasingly competitive marketplace. We knew we didn't want to exclude people with laundry lists of qualifications, since relevant experience comes in many forms.

Instead, we wanted to invite people to see themselves in the role and create a more inclusive pipeline — so we decided to make the shift to impact-based descriptions. Since then, we've seen significant improvements in both candidate quality and candidate experience.

In fact, we hear the following from people all the time about our impact descriptions:

- Job seekers often say our impact descriptions are the reason they applied to Lever
- Candidates rely on our descriptions to prepare for interviews and their first day
- Hiring managers use impact descriptions as a rough onboarding map for new hires
- They make employee milestones and goals easier to track in year one and beyond



How to Get Started with Impact Descriptions

It might feel time-consuming at first, but investing time upfront in a thoughtful impact description is actually time saved reviewing hundreds of poorly qualified candidates filling up your pipeline.

Here's how to get started with impact descriptions in three steps.

01 Set Up a Kickoff Meeting with Your Hiring Manager

Find 30 minutes on your hiring manager's calendar to kick off the role. This is a critical step for developing the framework and key impact metrics to touch on for your impact description. Your hiring manager might be busy, but they are the subject matter expert, and you need their input to craft the best impact description possible.

8 questions to ask your hiring manager:

- What qualities describe your top performers? Who are the top performers on your team?
- What will this person be responsible for? What would they be the primary owner of?
- What kind of people wouldn't be successful on your team?
- How will the business/team goals be affected if we can't make this hire?
- Who will this person work closely with and how?
- How does this role at our company differ from the same role at another company?
- How will this role be different six months from now? 12 months from now?
- Let's say you hire someone, but they aren't ramping up quickly enough. How will you know they aren't working out? What would that look like?

Looking for more guidance on conducting a great kick off meeting? Check out these [six tips](#).

02 Draft Your Initial Impact Description

Once you've got the information you need and cleared up any outstanding questions, it's time to draft your impact description. Use these tips and the worksheet below to help you get started.

3 tips to guide your first impact description:

- **Match and showcase motivators.**

Are your dream candidates looking for growth? Fun? Ensure you're appealing to appropriate candidates by leaning on the right motivators.

- **Don't neglect your job description's closing.**

Job descriptions that simply fade away don't linger long in a candidate's imagination. Don't forget a call to action – invite and encourage them to apply!

- **Diversify your candidate pool through gender-neutral language.**

Unconscious bias can begin as early as your description. Here's how to [minimize this from happening](#).

02. Draft Your Initial Impact Description

Impact description worksheet

The impact this role will have within...



1 MONTH:



3 MONTHS:



6 MONTHS:



12 MONTHS:

03 Review Your Impact Description With Your Hiring Team

The purpose of an impact description is to speak to the right candidates, encourage them to see themselves in the position, and get excited about applying. Here's how to do just that.

Best practices for reviewing descriptions with your hiring team:

- ✓ Be narrowly defined and differentiated (as opposed to universal).
- ✓ Give people a clear idea of what it would be like to work at your company in that role.
- ✓ Highlight interesting projects and visible impact, and inspire the right people to get excited.
- ✓ Paint a picture of what the role entails and what success will look like.
- ✓ Match your tone to your company's brand, but prioritize sounding human. Jargon is a thing of the past.
- ✓ Remove arbitrary requirements such as pedigree or skills that can be learned on the job.

Make the Most Impact with Your Job Descriptions

Attracting more excited, engaged, and quality candidates is every recruiter's dream. But you can't keep that engagement going and convert it into a stellar hire if you let your hard-won applicants languish in a spreadsheet or legacy applicant tracking system.

To take full advantage of impact descriptions, you need a recruiting solution that makes it easy to provide a seamless candidate experience. See how Lever can help you manage the entire candidate lifecycle with a [customized walkthrough with one of our product experts today](#).



Lever's mission is to help the world hire with conviction.

Our Talent Acquisition Suite draws the entire team together to efficiently source, nurture, interview, and hire top talent through effortless collaboration. Incorporating best-of-breed automation, intelligence and design, Lever helps employers develop stronger candidate relationships in fewer clicks, by combining powerful ATS and CRM functionality in one modern platform—and measure the results with confidence.

Lever was founded in 2012 and supports the hiring needs of over 1,500 leading companies around the globe, including the teams at Netflix, KPMG NZ, Hot Topic, and Cirque du Soleil. With an overall gender ratio of 50:50, Lever is also fiercely committed to building a team culture that celebrates diversity and inclusion.

For more information, visit lever.co



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