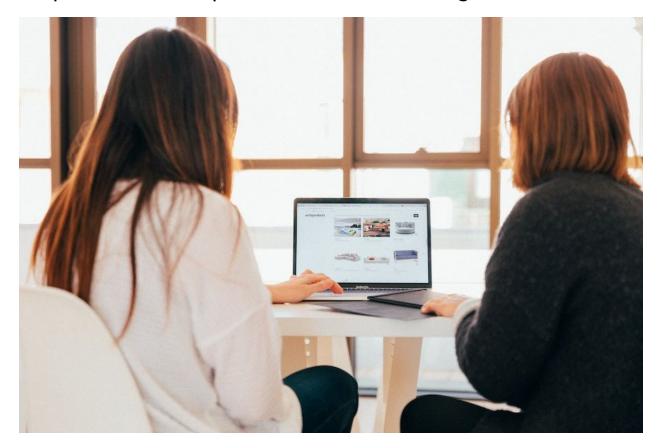# 3 Tips for Job Descriptions That Attract the Right Talent

Are you going through endless hiring cycles and you can't seem to find the right talent? You want to consider re-writing your [job description](#).

Most companies sabotage their search for the right talent by not having a well-written job description. A detailed job description not only gives you higher quality of applications, it also gives your organization a competitive edge in the long run.

If you're struggling to attract the right talent, here are tips on how to create job descriptions that encourage qualified candidates to apply for this position.

1. Follow The AIDA Model When crafting Your Copy

The AIDA model takes into account attention, interest, desire, and action. Following this model is a great way to build the main text of your vacancy. Capture the attention of the candidates with a captivating introduction.

Build interest by stating what the responsibilities of the job are, and what benefits of the offer include. Trigger desire by adding information on what makes your business unique and later include a call to action to give potential candidates the nudge.

2. Simplicity

Although you may want to attract qualified candidates in a catchy way, don't forget to write your job description in a tone that suits your brand. Remember that a too long description can be boring to read. Keep it short and simple.

Your sentences should be short and detailed. Add in bullet points and split your text into easy to read content. A lot of companies make the mistake of writing their job description with a future colleague in mind. However, this is a mistake. Keep your company in mind when writing the text to get the right talent.

3. Be Realistic In Your Description

You're likely to come across job descriptions with crazy buzzwords and terminologies. Some ask for the impossible. While it is okay to use the best terminology, ensure that these terms do not impair the readability of your description. A [survey](#) conducted by Monster found out that 60% of applicants find jargon in job ads irritating. Also, be realistic in your expectations or you may end up looking for a person who doesn't exist.

Final Thought

Although the above tips sound simple, you'll be surprised to learn that how you write your job descriptions could be the reason you're going through periodic hiring cycles. Implement the above tips to not only increase applications, but also retain the best employees for your company.

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