

# **Guide to AI-Enabled Job Descriptions**

---

Our AI-Enabled Job Descriptions can shave hours off the job-posting process, creating dynamic, unique job descriptions in just minutes. This tool is integrated into your job-posting platform. While AI-Enabled Job Descriptions are extremely easy to use—simply typing “account manager” gets a well-written job description for an account manager—there are some tips and tricks that will take your AI-generated job descriptions to the next level (while still taking only minutes of your time).

## Optimize Your Listing

### Include Important Details in Your Prompt

AI technology is only as good as its instructions. If some specific qualities or experiences are absolute musts for job postings, include them in the prompt. For example, “account manager at a fast-paced SaaS startup who should be a people person and think quickly on their feet” will get you a more comprehensive result than “account manager” and telegraph to candidates exactly what you’re seeking.

Don’t go overboard with instructions or caveats, but a little direction goes a long way.

### Give It a Once-Over

You’d give even the most impressive writer’s work a once-over before hitting publish, right (we hope)? While it’s possible to generate a description and post it immediately, best practices mean giving it a once-over to ensure it’s exactly what you need. This lets you

personalize the posting to convey your company and role's unique aspects.

## Showcase Unique Benefits and Your Employer Brand

According to Glassdoor, 60% of job seekers named benefits as the critical factor in their job search, and 70% of employees said they'd stay with their current employer if they had great benefits. Let job seekers know what your company offers, and remember that benefits don't just include health insurance and parental leave—perks like transparency, flexible scheduling, remote work options, or a unique company culture should be highlighted.

***Pro Tip:** Create a “perks, benefits, and company culture” paragraph that you can place in your AI-generated job postings.*

You can also make minor adjustments to the tone and style of the AI-generated job posting so that it matches the employer brand you've worked hard to cultivate.

## Add a Salary Range

Even if your company operates somewhere that doesn't have salary transparency laws (yet), including a salary range on your job posting is still a good idea. Glassdoor found that money is the top motivator for [67% of job seekers](#), and a study by SMART Recruit Online found job descriptions that included salary ranges got over 30% more applicants than those that didn't. Only [12% of U.S. job postings](#) list salary ranges, so including it can help your post stand out.

# Go Light on Requirements

Approximately [one-third of job seekers](#) opted not to apply for a role because they lack the “required” experience, education, or technical skills, even though data shows employers only expect job seekers to meet 70% of the job requirements to consider them for a role (this increases when it comes to female and minority candidates). Reconsider whether your job posts absolutely need a college education or 3-5 years of experience, and open up your roles to out-of-the-box but still potentially great candidates!

# Have a Distribution Strategy

You’ve created a great job description. Now, you need to ensure job seekers find it. Having a distribution strategy ready will further streamline and strengthen the posting process.

- Job boards are the top way to advertise open positions—51% of today’s job seekers utilize them in their career search. Get the best candidates by selecting from our job board options, from industry stalwarts to niche boards. Choose to sponsor your post to let top candidates know you’re serious about hiring—data shows employers are 4.5x more likely to hire and can get up to 11x more applicants when they sponsor a post.
- Once you’ve posted your job description and decided which boards to utilize, get that job description onto social media. [79% of job seekers](#) use social media during their job search.
- Additionally, have employees share your job postings with their network. Networking is a strong way to reach quality candidates.