Why Candidates Aren't Responding
by Jennifer Potter

I'm going to say one sentence: KISS - Keep it short and simple. (You can use the other meaning of the acronym if you insist.)

There, that's it. That's the most practical and easiest way to say it. We are done here.
Oh, ok – for those who like to read and want a little more meat, read on…

There are a lot of jobs – there are a LOT of candidates. So why do some jobs go unfilled for months? One reason could be the length and details of the job description itself. There are many templates on the internet for job descriptions, but instead of the *'plain old'*, how 'bout taking a little time, getting a little creative and writing one yourself – purposely targeting the perfect candidate for your company!

Job Title: While creativity plays a definite part in this story, here is NOT where you want it. You want to grab the attention of the job seeker, but not by causing them to scratch their head wondering what job is that??! . We'll use this example: "Digital Overlord". *Wait…What?!* Let's stick with "Director, Digital Media" instead.

For the next sections, keep it personal, as though you were actually talking. If you wouldn't say it, then don't write it.   Keep it conversational, and brief. There is plenty of time for more information during interviews.

Introduction: If you want to include a little on the company itself, remember that with media as it is today, not much is needed here. One can look on the internet and find a lot about the company so keep it brief, try for 2 sentences.

Be original. Instead of writing "We are looking for Top Talent", how about something like "Why join Us?" It causes the reader to begin thinking from a personal viewpoint, and also the use of the pronoun *you* in the paragraph gets them to imagine themselves in the position. Include the dynamics of the work day. Using our example from above, here is where you can show some levity: "Your day will start with coffee and chatting with your team about what is on the "To Do List" that day. Then you will move to the plethora of emails that need your immediate attention and you will need to make 1,000 decisions in a matter of a few minutes. You will start to believe that the phone is actually an added appendage to your body. Questions will need to be answered and people will need to be managed. You can look forward to bouncing ideas and tennis balls around the office along with occasional company lunches." Keep it honest, and real.

Job Responsibilities: Use bullet points and short sentences. Certainly mention the perks of the company but don't hide some less-than-desirable aspect in lengthy wording.

- Run daily operations
- Coach employees
- Perform customer outreach through social media
- A jack-of-all-trades: you will be asked to perform other functions as they come up. So, if you need a definitive list of responsibilities and are not flexible, then you don't want this job.

Job Requirements: Be sure to list what your company has in the way of requirements, what is a must in order to be seen for that interview.

- Bachelor's Degree
- Number of years' experience
- Strong written and verbal communication
- Ability to exercise flexibility, initiative, and good judgment
- Working knowledge of HTML, CSS, and JavaScript development and constraints

Oh, and did I mention….Keep it short and simple?