Job ad writing checklist

fourvision

1. Purpose & Role Clarity

- [ ] The purpose of the role is clearly stated
- [ ] The ad explains why the role exists (not just what it does)
- [ ] The impact of the role is tangible and meaningful

2. Outcome-Based Role Description

- [ ] Outcomes for the first months are defined (e.g., 30-60-90 days)
- [ ] Success indicators are clear and realistic
- [ ] Tasks are grouped into themes, not overwhelming lists

3. Skills & Requirements

- [ ] Only essential skills (3–5) are listed
- [ ] Requirements are inclusive, bias-free, and realistically achievable
- [ ] Degree requirements are only included if essential
- [ ] "Nice to have" items are clearly separated from "must-haves"

4. Team, Culture & Collaboration

- [ ] Reporting line is mentioned
- [ ] Key collaboration partners are included
- [ ] Culture, values, or working style are clearly reflected
- [ ] Language is warm, human, and shows belonging

5. Practical Details

- [ ] Location or hybrid arrangements are clear
- [ ] Expected working hours or flexibility are noted
- [ ] Contract type is included
- [ ] Required languages (if any) are listed
- [ ] Timeline for hiring or anticipated start date is included

6. Salary & EU Transparency (June 2026)

- [ ] Salary range or starting salary is included
- [ ] The job ad is written in gender-neutral language
- [ ] Salary history questions are avoided (EU requirement)
- [ ] Job description structure supports fairness and transparency
- [ ] (Optional) A note about pay equity or values-based compensation