



# Writing a job description supportive guide

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## ■ Tips

- **Avoid jargon, acronyms, and overly technical terms unless essential.** You can put a list of what technical words mean at the end of the job advert as an alternative.
- Use short sentences that are simple and easy to understand.  
This link may help: [Plain english](#)
- After drafting, use AI or readability tools to **simplify language for accessibility.**
- **Use bullet points** for responsibilities and requirements.
- If you are a disability confident employer or use inclusion passports as part of your onboarding, make that clear to **attract a diverse pool of candidates.**
- If you offer a **flexible working policy** such as shifts that start early and finish early, condensed hours or reduced hours state this to attract more applications. Conversely make it clear if you do not offer flexibility to avoid unsuitable applications.
- State which **AI tools** may be used in the role, for example: Copilot

## ■ Accessibility considerations

- Ensure documents are **compatible with screen readers.**
- Use **high-contrast colours** and **readable fonts.**
- Provide **alternative formats** if requested.
- **Add a statement like:** "We welcome applications from people of all backgrounds, abilities, and experiences. If you need adjustments during the recruitment process, please let us know."
- Include **contact details for the hiring manager** so candidates can ask questions.
- **Avoid language that can exclude,** for example: "young and energetic" or "native speaker."

## ■ Layout for job description

### Main overview of the role

- Job title
- Working hours
- Salary
- Location
- Contract type: i.e. part time, full time, permanent
- Closing date for applications

### About the role

This section should ideally be no more than two paragraphs and should give a good overall picture of what the job is trying to achieve.

**Example:** We're looking for someone friendly and organised to help our customers with their questions and orders. You'll be the first point of contact, making sure people get the help they need quickly and politely.

Complete this section with an overview of the team the person is working in.

**Example:** You will work closely with the senior management team to action continuous improvement.

### What you'll do

This section explains the main and ongoing areas of responsibility for the role and should not be a list of tasks. Ideally there should be no more than eight responsibilities.

Your daily activities will be varied **to include:**

**Below is a list of examples that you can amend and delete as appropriate**

- Doing staff appraisals and managing absence and performance issues.
- Responding to customer questions and sorting out problems quickly.
- Setting up and improving admin processes. Such as signing in and out sheets.
- Giving customers accurate information about products and services.
- Organising work and making sure tasks are given to the right people.
- Preparing reports for the management team.
- Helping service managers and team leaders by collecting, organising, and reviewing data.
- Taking minutes and organising meeting arrangements.

## ■ Personal specification

### Qualifications

All criteria listed should be essential criteria rather than desirable. If an A-level is acceptable do not specify a degree. When listing qualifications add 'or equivalent' to encompass the many different qualifications internationally and equivalent experience.

### Experience

Describe areas of expertise you want people to bring to the role, so they are immediately effective. Do not list elements which can easily be learned within the role.

### Skills and abilities

This section should relate to responsibilities and be vital for effectiveness in the role.

### Knowledge

This section links to the responsibilities, where in-depth knowledge is not needed 'awareness of' can be used instead.

### Behaviours and values

Give examples of behaviours you would want to see within the role that match your company values. For example, treat clients fairly and with respect.

- Good communication skills
- Able to use a computer confidently
- Friendly and patient with people
- Organised and able to manage your time well

### ■ Extra inclusivity tips

- **Flexible working:** Mention options for remote or flexible hours.
- **Avoid degree bias:** If experience is acceptable, state clearly.
- **Inclusive imagery:** If using visuals, ensure diversity is represented

