EAB

Job Description Checklist

Eliminate Barriers & Promote Value Proposition in Postings to Attract Applicants

Higher ed's competitive set for talent is larger and more diverse than ever before, increasingly including out-of-sector companies. Institutions must use clear and compelling job descriptions to convince prospective applicants to apply for and choose higher ed jobs over those in other industries.

Instructions: Use this checklist to assess your institution's current job descriptions and identify opportunities to increase the number of qualified applicants by increasing accessibility, adjusting requirements to welcome a broader array of qualified candidates, and articulating the value proposition of the workplace.

1. How hard is it for potential applicants to find and read our job descriptions?

- [ ] Shorten job descriptions to ~650 words or less.

- [ ] Use bullets, rather than paragraphs, to outline requirements, qualifications, and benefits.

- [ ] Use first- and second-person language to help candidates visualize working with at the institution.

- [ ] Link to your career website on your institution's homepage.

- [ ] Test job descriptions and career websites on a mobile device. Make job descriptions and applications mobile-friendly as needed.

2. Do our job descriptions create unnecessary barriers for potential applicants?

- [ ] Assess whether job requirements and qualifications are redundant and/or critical for success in the role (e.g., master's degree). Remove or rewrite these as preferences rather than requirements.

- [ ] Identify industry-specific competencies (e.g., experience providing student services) and replace with transferable skills (e.g., customer service). See Appendix A for examples of transferable skills.

- [ ] Include phrases like "or related experiences/skills/degrees" to expand and diversify applicant pool.

- [ ] Assess job descriptions for unconscious bias across gender (e.g., using "he" or "she" instead of "they"), age (e.g., "digital native"), and ability (e.g., "must lift 20 lbs" instead of "moves equipment up to 20 lbs").

3. Do potential applicants understand the value and benefit of working at our institution?

- [ ] Explain why a candidate should apply to your institution versus another university or employer.

- [ ] Include information about tangible benefits (e.g., health care, vacation days, retirement options).

- [ ] Articulate distinct, non-tangible perks of working at your institution (e.g., working with a collaborative team, career advancement opportunities).

- [ ] Reduce information about rankings, university research, or student educational experiences unless explicitly linked to employee duties or values (e.g., faculty research).

- [ ] Provide social proof, including top employer awards and employee testimonials, where applicable.

Appendix A: Transferable Skills Compendium

Instructions: Use the Transferable Skills Compendium to replace industry-specific skillsets (e.g., experience communicating with faculty) for broader competencies (e.g., storytelling) in job descriptions. Transferable skills can increase and diversify your candidate pool by attracting applicants that are qualified for a role but come from outside of the hiring unit or the higher ed industry.

Communication Skills

- Active listening
- Communication
- Data storytelling
- Facilitation
- Nonverbal communication
- Persuasion
- Presentation
- Storytelling
- Verbal communication
- Written communication

Leadership Skills

- Change management
- Conflict management
- Conflict resolution
- Decision making
- Delegation
- Employee development
- Influence
- Leadership
- Management
- Mentorship
- Negotiation
- Performance management
- Strategic planning

Team Skills

- Collaboration
- Flexibility

Team Skills (cont.)

- Initiative
- Interpersonal skills
- Networking
- Open to feedback
- Planning
- Project management
- Positive attitude
- Relationship building
- Teamwork
- Values diversity

Technology Skills

- Computer literacy
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Proficient with technology

Problem Solving Skills

- Analytical thinking
- Creativity
- Critical thinking
- Innovative
- Inquisitive
- Interested in learning
- Problem solving
- Product knowledge
- Reasoning
- Research

Professional Skills

- Adaptability
- Budgeting
- Client engagement
- Customer service
- Detail-oriented
- Editing
- Empathetic
- Ethical
- Goal-oriented
- Independent
- Integrity
- Intrapersonal skills
- Motivation
- Multitasking
- Organization
- Patience
- Perseverance
- Prioritization
- Proofreading skills
- Responsible
- Results-oriented
- Scheduling skills
- Self-management
- Self-motivated
- Setting goals
- Trustworthiness
- Strong work ethic
- Time management

Appendix B: Exemplar Higher Ed Job Description

IOWA   **Excerpt of HR Associate Job Description**

Are you someone who loves to work alongside units to help them be successful? Are you detail-oriented and interested in supporting units in their day-to-day operations? Are you interested in learning the "ins and outs" of Human Resources? Do you want to be a part of a dynamic, driven team?

> **Second-person language** allows candidates to envision themselves in the role

If any of these resonate with you, the **HR Associate** position may be the role for you! Join the Office of the Provost Staff HR Team and have an opportunity to:

- liaison with staff and supervisors regarding HR regulations, practices, policies, and procedures.
- ensure Org compliance with federal I9's, report running, performance reviews and training deadlines.
- collaborate with HR team on process and procedure improvements as well as participate in work groups for University HR initiatives for professional development.
- and more!

> **Bullets** make content easy to read

For a full position description, visit the Current Opportunities page for Provost and University College. Click here to learn more about the Office of the Provost at the University of Iowa.

> **Links additional info** for interested candidates

To be successful in this role **YOU BRING**:

Required

> **Broad education requirements** expands applicant pool

- **Bachelor's degree** in Human Resources Management, Business Administration or related field, or an equivalent combination of training and experience.
- Some **human resources or related experience** (at least 6 months), including operations coordination, implementing HR or related tasks, processes, and projects to ensure that day-to-day operations run smoothly, etc. (May include undergraduate internships and employment.)

> Focuses on **transferable competencies** rather than HR-specific skills

Demonstrates a basic proficiency level in:
- knowledge of **state and federal regulations** affecting human resources policies, practices, and procedures.
- knowledge of **data gathering** and the ability to utilize tools, techniques, and processes for reporting data for assigned projects and make recommendations based on analysis.
- knowledge and application of **effective communication** techniques and relationship building skills that develop the ability to work with a variety of individuals and groups in a constructive and collaborative manner.

Demonstrates a working proficiency level in:
- ability to **provide excellent service**, directly or indirectly, to meet or exceed customer needs.
- understanding of the necessity and value of **accuracy and attention to detail**; ability to process information with high levels of accuracy.
- the commitment to and fostering of **diversity, equity and inclusion**; ability to articulate its importance.

Desired
- Experience working with an electronic system/database and reports for HR or similar
- HR Certification (i.e. PHR, SHRM-CP) and/or commitment to HR field through training, development.
- Basic understanding and/or direct knowledge of considerations of a public institution and how human resources functions in a large university environment.

Additional Details
- The anticipated hiring salary for this position is a range of $41,000 - 47,000. Reach out to the contact person to learn more about benefits, compensation practices, and career development opportunities.
- This position is eligible for a combination of on-campus and remote work. Options will be discussed during the hiring process and are subject to change for training, programming, peak periods, and performance.

Click here to learn more about why you should join the UI!   Highlights **employee value proposition**

Source: University of Iowa, Jobs@UIowa.

   eab.com

UNIVERSITY OF NOTRE DAME **Excerpt of IT Solutions Consultant Job Description**

Looking for somewhere to grow your IT career? Do you want to support a community of scholars and learners seeking truth and understanding through research, teaching, and creative work? We have an opportunity for you to join a premier IT support organization providing comprehensive, multi-tiered IT solutions to faculty and staff.

> Highlights **employee value proposition** and **work culture**

The College of Arts and Letters is seeking an IT Solutions Consultant who will be responsible for understanding the customers' business and working with them to implement IT solutions that will enable customers to achieve their organizational goals and objectives. This requires an IT Solutions Consultant to have a wide breadth of technical knowledge and remain current in their understanding of the services provided by campus IT service providers.

They will have to understand how these IT services can be used to address the customers' needs, provide guidance and advice on the best IT services to use, and partner with the customer to implement and support these IT services.

Critical skills include:
- Strategic Consulting
- Requirements Elicitation
- Business Process Mapping   > Focuses mostly on **transferable skills**
- Project Management
- IT Solution Selection
- IT Solution Design, Development, Deployment, and Support
- Quality Assurance
- Change Management (People Side of Change)
-

What's in it for you?
- up to 14 paid holidays   > Overview of **tangible and intangible benefits**
- vacation
- up to 10 personal and family illness days
- medical, dental, vision
- retirement
- educational benefits for you, your spouse and your children
- work/life balance
- opportunities for advancement   > Bullets make content **easy to read**

Minimum Qualifications:
- Bachelors Degree (4 years) in Computer Science, Management Information Systems, etc. OR 3 to 4 years of equivalent experience working in a related field
- Knowledge of business analysis and quality assurance techniques
- Requirements analysis; solutions design, build, test, and deploy   > **Broad education requirements** expands applicant pool
- Project management experience
- Process improvement experience
- Strong analytical and troubleshooting abilities, written and oral communication skills, documentation skills, and a focus on customer service

Preferred Qualifications:
Certifications in any of the following: Project Management, Lean Six Sigma, Business Analysis, Quality Assurance

ABOUT NOTRE DAME:
The University of Notre Dame, founded in 1842 by Rev. Edward F. Sorin, C.S.C., of the Congregation of Holy Cross, is an independent, national Catholic university located in Notre Dame, Ind. For the fifth consecutive year, the University of Notre Dame has received Honor Roll distinctions as one of the top 10 higher education workplaces in the country in the Chronicle of Higher Education's annual "Great Colleges to Work For" survey...and we are proud of it!

> Provides **social proof**

APPLICATION PROCESS:
Please apply online at http://ND.jobs. For additional information about working at the University of Notre Dame and various benefits available to employees, please visit http://hr.nd.edu/why-nd. The University of Notre Dame supports the needs of dual career couples and has a Dual Career Assistance Program in place to assist relocating spouses and significant others with their job search.

Source: University of Notre Dame, ND Jobs.

Community College of Philadelphia

Excerpt of Success Coach, Catto Scholarship Job Description

Success starts at Community College of Philadelphia. Innovators and difference makers work at Community College of Philadelphia. Diversity thrives at Community College of Philadelphia. We are a college that is committed to promoting a work environment that attracts and retains talented and diverse faculty and staff. We challenge each other and ourselves to achieve at the highest level while contributing to the mission of the College and the betterment of Philadelphia. We value and support an intellectually dynamic community to prepare our students for global citizenship. Join us and become a part of a community that has long been and will continue to be generators of generational chance in this city and beyond.

Highlights **employee value proposition**

Connects role to mission

Community College of Philadelphia is seeking to fill a **Success Coach, Catto Scholarship** position. The Catto Scholarship is a "last dollar" opportunity that includes multiple evidence-based supports to help students achieve academic success. The Success Coach will provide a broad range of supportive services including, but not limited to, on-going intensive case management; facilitating connections to campus academic, social-emotional, basic needs, and transfer and career resources and activities in a concerted effort to best facilitate academic and personal success to ensure retention and on-time graduation for all Catto Scholarship students.

** THIS POSITION IS ELIGIBLE FOR PARTIAL REMOTE WORK **

Promotes **remote work option**

For a complete position description, and to apply online, please visit our career site at jobs.ccp.edu, or click the "Apply" button.

Link additional info for interested candidates

"Success Starts Here" is our message to the Philadelphia community - and at Community College of Philadelphia, we recognize that our success as a college and the success of our students starts with our employees. Our employees are vital to our success. Our total compensation package includes a comprehensive offer of benefits that are unrivaled by most.

Our benefits include:

Overview of university benefits

- 100% College-paid medical, dental and prescription drug for employees and all eligible family members
- College closes for Winter Break between Christmas and New Years and for a week in March for Spring Break
- College operates on a 4-day work week during the summer months (off on Fridays)
- Most employees work from home one day each week
- Tuition remission (for classes at the College)
- Forgivable tuition loan (for classes at any accredited academic institution)
- 403(b) retirement plan with 10% College contribution
- Paid vacation plus holiday and personal time off

Broad education requirements expands applicant pool

Minimum Qualifications
- Bachelor's degree in education, social services or related field required.
- Two (2) years direct experience working in an education or social service environment along with experience working with culturally diverse populations required.
- Experience working with individual caseloads of students/clients providing intensive case management required.
- Demonstrated competency in organizing data, maintaining files, and preparing reports required.
- Previous experience in creating and facilitating quality workshops and presentations for groups required.
- Excellent interpersonal, verbal and written communication skills to effectively interact with individuals from diverse backgrounds required.
- Exceptional organization and planning skills required.
- Ability to work in a close team environment and collaborate with others required.

Bullets make content **easy to read**

Preferred Qualifications
- Master's degree preferred. Any and all degrees must be from a recognized institutional accreditor.
- Experience working in a higher education setting preferred.
- Experience working remotely to engage students and accomplish tasks preferred.
- Previous experience in the development and implementation of student programming leading to increased retention and academic outcomes preferred.

Source: Community College of Philadelphia, Career Opportunities.