

BUILDING DREAM TEAMS

JOB DESCRIPTIONS MADE EASY



Introduction



Welcome to "Job Descriptions Made Easy" — the guide that makes writing job descriptions a breeze! In this guide, we'll break down the process into simple steps, emphasising the importance of team collaboration. Plus, we'll help you ask the right questions to pinpoint skills gaps, understand the role, and even guide you on setting realistic expectations.

Chapter 1: Teaming Up for Success



In this chapter, we'll delve into the importance of team collaboration when crafting a job description and explore how bringing decision-makers together ensures a shared vision for the role.

The Power of Many: Why Team Collaboration Matters

Imagine crafting a job description in isolation—it's like trying to build a house without a blueprint.

In the world of job descriptions, decisions aren't made in a vacuum. In this chapter, we'll highlight the significance of bringing decision-makers together. These key players, whether department heads, HR professionals, or team leads, all contribute unique insights that collectively define the role.

A shared vision doesn't just happen; it's crafted through open communication and collaboration. When decision-makers collaborate, they align on the purpose of the role, the skills required, and the impact it will have on the team and the organisation as a whole.

By involving decision-makers early in the process, you not only ensure a more accurate and well-rounded job description but also create a sense of collective responsibility for the success of the hiring process.

Next, we'll explore practical strategies for facilitating collaboration, including effective communication techniques, brainstorming sessions, and ways to harmonise different perspectives. Get ready to transform job description creation into a team sport, ensuring success for both your team and your future hires!



Chapter 1: Teaming Up for Success



Practical Strategies for Facilitating Collaboration

Now that you understand the importance of team collaboration, let's dive into some practical strategies for making it happen. From effective communication techniques to energising brainstorming sessions and finding harmony in diverse perspectives, this section will equip you with the tools to bring decision-makers together seamlessly.

1. Effective Communication Techniques:

- **Active Listening:** Encourage decision-makers to listen actively to each other. This ensures that everyone's ideas are heard and valued.
- **Clear Articulation:** Foster an environment where thoughts are expressed clearly and concisely. Avoiding jargon and using straightforward language helps maintain a shared understanding.

2. Energising Brainstorming Sessions:

- **Create a Positive Atmosphere:** Start your brainstorming sessions on a positive note. A relaxed and open atmosphere encourages creativity and idea-sharing.
- **Diverse Participation:** Ensure that all decision-makers have an opportunity to contribute. Embrace diversity of thought and experience to enrich the discussion.
- **Idea Generation Techniques:** Employ various brainstorming techniques, such as mind mapping, round-robin, or reverse brainstorming, to stimulate creative thinking and problem-solving.

3. Ways to Harmonise Different Perspectives:

- **Establish Common Ground:** Identify common goals and values that decision-makers share. This forms the foundation for collaboration.
- **Encourage Compromise:** In areas where perspectives diverge, encourage decision-makers to find middle ground through compromise. This ensures that no one perspective dominates.
- **Leverage Strengths:** Recognise and leverage the strengths of each decision-maker. Understanding each person's expertise and viewpoint contributes to a more robust and well-rounded job description.



Chapter 1: Teaming Up for Success



4. Utilise Technology:

- **Online Collaboration Tools:** Leverage platforms like Google Docs or Slack for real-time collaboration. These tools facilitate seamless communication and shared document editing.
- **Video Conferencing:** If decision-makers are not physically in the same location, use video conferencing tools to enhance communication and foster a sense of connection.

5. Document the Process:

- **Meeting Minutes:** Keep detailed meeting minutes to document decisions, action items, and points of agreement. This ensures that everyone is on the same page and can refer back to discussions.

By incorporating these practical strategies, you'll not only facilitate collaboration but also create an environment where decision-makers feel empowered to contribute.



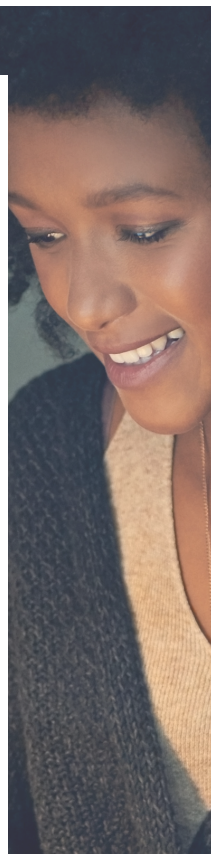
Chapter 2: Unveiling the Role's Purpose

Now let's delve into the art of unveiling the true essence of a role by asking the right questions. We'll also explore how to ensure that everyone on your team is on the same page about why the role exists—a critical step in creating a job description that resonates with both your Salesforce team and potential candidates.

Tips on Asking the Right Questions:

To truly understand a role, you need to go beyond its surface-level tasks. Here are some tips on asking questions that reveal the core essence of the position:

1. **Dig Deeper:** Don't settle for the obvious. Encourage decision-makers to delve deeper into the role's purpose by asking questions like, "Why is this task important?" or "How does this contribute to the overall goals of the team?"
2. **Explore Impact:** Ask about the impact of the role on the team, the department, and the company. Understanding the broader implications helps paint a more vivid picture of the role's significance.
3. **Future Vision:** Inquire about how the role is expected to evolve. This not only provides insights into growth opportunities for the candidate but also ensures that your team is forward-thinking in its approach.
4. **Collaborative Reflection:** Encourage decision-makers to reflect collaboratively on their past experiences with similar roles. What worked well? What could be improved? This collective reflection can lead to valuable insights.



Chapter 2: Unveiling the Role's Purpose



Ensuring Alignment on the Role's Purpose:

Once you've gathered insights into the role's purpose, the next step is to ensure that everyone is on the same page. Misalignment can lead to confusion and inconsistencies in your job description and affect any potential interviews. Here's how to make sure everyone is singing from the same hymn sheet:

1. **Document Consensus:** After discussions, document the consensus on the role's purpose. Having a written record ensures that everyone can refer back to the agreed-upon vision.
2. **Review and Revise:** Regularly review and revise your understanding of the role's purpose. As the team evolves and business needs change, so too may the purpose of certain roles.
3. **Clarify Misunderstandings:** If there are differing opinions, address them openly. Encourage team members to express their perspectives and work collaboratively to clarify any misunderstandings.
4. **Feedback Loops:** Establish feedback loops to ensure ongoing communication. Regular check-ins allow for adjustments as needed and keep everyone aligned on the purpose of the role.

By following these tips, you'll not only uncover the true essence of the role but also ensure that your team shares a common understanding of why the role exists. This shared vision sets the stage for a job description that authentically reflects the purpose and importance of the position. It can also be used as a tool to assist with interviews to ensure you're benchmarking candidates based on the job description and not just on gut instinct.



Chapter 3: Skill Gap Detection 101



When it comes to diving into the art of skill gap detection—it's all about asking the right questions to identify where your team needs a little extra expertise. We'll also explore how collaboration is the key to uncovering those missing puzzle pieces and ensuring your team has all the skills it needs to succeed.

Dive into the Art of Asking the Right Questions:

Identifying skill gaps is like solving a puzzle; you need to know what pieces are missing. Here are some tips on asking the right questions to reveal those gaps:

Current Skills Assessment:

Start by understanding the current skill set within your team. Ask questions like, "What skills do we currently have?" and "In which areas do team members feel most confident or struggle?" and "Where do we experience challenges?"

Future Skill Needs:

Look ahead and ask about the skills your team will need in the future. Consider questions like, "How do we see this team evolving?" and "What skills will be crucial for upcoming projects?"

Individual Perspectives:

Collect insights from individual team members. They might have a unique view of their own strengths and areas where they'd like to develop. Ask questions like, "What skills would you like to enhance?" and "Where do you feel you could contribute more with additional training?"

External Benchmarking:

Compare your team's skills against industry benchmarks. Questions like, "What are the current trends in our industry, and do we have the necessary skills to stay competitive?" can help identify gaps.



Chapter 3: Skill Gap Detection 101



Collaboration: Uncovering Missing Puzzle Pieces:

No one person has all the answers, but together, your team is a powerhouse of knowledge. Here's how collaboration helps uncover those missing puzzle pieces:

- **Start by Collective Brainpower:** Bring decision-makers and team members together to share their perspectives. Collaboration allows you to tap into the collective brainpower of your team, revealing insights you might not have considered alone.
- **Cross-Functional Insights:** Different departments or team members may have unique insights into the skills required. Collaborate across functions to ensure a holistic view of your team's needs.
- **Discussion Forums:** Create a space for open discussion about skill gaps. Regular team meetings, workshops, or brainstorming sessions can foster an environment where everyone feels comfortable sharing their thoughts.
- **Training and Development Plans:** Collaboratively develop training and development plans. When team members are involved in identifying their own skill gaps, they're more likely to be engaged in the learning process.

Putting It All Together:

By asking the right questions and fostering collaboration, you'll be able to identify skill gaps with precision. This understanding becomes the foundation for creating a job description that not only fills existing gaps but also anticipates future needs. In the next chapter, we'll explore the importance of being realistic about the skills you want to bring on board and ensuring your team is set up for success. Get ready to bridge those skill gaps and create a powerhouse Salesforce team!



Chapter 4: The Realism Check

“BEING REALISTIC CAN SAVE YOU FROM PAIN AND DISAPPOINTMENT”

→ In this chapter, we'll explore the importance of performing a realism check when defining the skills you're looking for in a candidate. We'll discuss why it's crucial to be realistic and how team input can keep your expectations in check, ensuring your search remains grounded and achievable.

Why It's Crucial to Be Realistic:

1. **Avoiding Wishful Thinking:** It's easy to fall into the trap of wishful thinking, envisioning an ideal candidate with a laundry list of skills. Being realistic means acknowledging the actual needs of the role and the practical skills required for success.
2. **Improving Candidate Fit:** Realistic expectations contribute to a more accurate job description, attracting candidates who genuinely align with the role's demands. This not only enhances the candidate experience but also increases the likelihood of finding the right fit.
3. **Facilitating Realistic Goals:** Realism extends beyond the recruitment phase. Setting realistic expectations ensures that the goals set for the new hire are achievable, promoting a positive and productive work environment.

Discover How Team Input Keeps Expectations in Check:

1. **Collective Wisdom:** Your team is a valuable resource when it comes to assessing the skills required for a role. Collaborate with team members to tap into their collective wisdom and gain insights into the practical necessities of the position.
2. **Avoiding Over-Engineering:** Sometimes, the desire for a candidate with a broad skill set can lead to over-engineering the job description. Team input helps in identifying the core skills essential for the role, and what can be learned on the job, preventing unnecessary complexities.
3. **Balancing Ambition with Reality:** Ambition is great, but it needs to be balanced with reality. Team members can provide perspectives on what skills are realistically attainable and what might be a stretch, helping you strike the right balance.
4. **Ensuring Team Buy-In:** Team input not only helps in setting realistic expectations but also ensures buy-in from existing team members. When everyone is on the same page, the onboarding process is smoother, and the new hire integrates more seamlessly into the team.

Chapter 4: The Realism Check



Practical Steps for a Realism Check:

1. **Skills Prioritisation:** Prioritise skills based on their criticality to the role. Identify must-have skills and distinguish them from nice-to-have skills.
2. **Reality-Testing Scenarios:** Present realistic scenarios to the team and discuss the skills required to navigate them successfully. This practical approach helps ground expectations.
3. **Benchmarking with Industry Standards:** Compare your skill requirements with industry standards. This benchmarking exercise can provide valuable insights into what is realistically expected in your sector.
4. **Ongoing Feedback Loops:** Maintain ongoing feedback loops with your team. Regularly revisit the skills outlined in the job description and make adjustments based on evolving needs and team dynamics.

By being realistic about the skills you're hunting for and incorporating team input, you set the stage for a job description that attracts the right candidates and fosters success within your team.



Chapter 5: Market Intelligence on Salaries



It's time to explore the critical importance of understanding market information on salaries. We'll delve into why staying informed about salary trends is crucial and how team collaboration can help you remain competitive in attracting top talent.

Why Understanding Market Salaries is Crucial:

- **Competitive Edge:** Knowing the market salary range for a specific role gives you a competitive edge. It ensures that your job offer is attractive to potential candidates and aligns with industry standards.
- **Budget Allocation:** Understanding market salaries helps in realistic budget allocation for hiring. It allows you to plan and allocate resources more effectively, preventing surprises during the recruitment process.
- **Retaining Top Talent:** Market intelligence on salaries isn't just about attracting new talent; it's also about retaining your existing top performers. Being aware of industry standards helps in creating fair compensation structures that contribute to employee satisfaction and retention.

How Team Collaboration Keeps You Competitive:

- **Diverse Perspectives:** Collaboration brings together diverse perspectives on salary expectations. Different team members may have insights into industry standards and can contribute valuable information on what is considered competitive.
- **Benchmarking with Team Insights:** Collaborate with your team to benchmark your salary offerings. Team members, especially those in similar roles, can provide insights into what they consider fair compensation, helping you align your offerings with internal expectations. They may even suggest other benefits that would be more preferential over big base salaries.



Chapter 5: Market Intelligence on Salaries



- **Understanding Employee Value:** Your team understands the value of each role. Collaborating with them ensures that you not only consider external market data but also factor in the internal value of the position within your organisation.
- **Retaining Institutional Knowledge:** Long-term team members often possess valuable insights into the historical evolution of salary structures within the company. Their input is instrumental in aligning current offerings with past practices and ensuring consistency.

Practical Steps for Market Salary Intelligence:

- **Industry Reports and Surveys:** Stay updated on industry reports and salary surveys. These resources provide valuable benchmarks for understanding market salary trends.
- **Salary Benchmarking Tools:** Leverage online tools and resources that offer salary benchmarking for specific roles. These tools provide data on market standards and help you adjust your offerings accordingly.
- **Consulting with Recruitment Professionals:** Collaborate with your Salesforce recruitment partner. They often have access to market salary and job skill data and can provide valuable insights into current trends and expectations.

By understanding market information on salaries and collaborating with your team, you create a salary strategy that attracts top talent and ensures the competitiveness of your job offers.



Chapter 6: Crafting the Dream Team



Now let's bring together all the elements we've explored so far to help you craft a job description that stands out and attracts the dream Salesforce team you've been envisioning. Learn how team collaboration plays a crucial role in ensuring your job description not only reflects the reality of your team and company but also resonates with potential candidates.

Putting It All Together:

Job Title: Use the insights from team collaboration to choose a job title that accurately reflects the role and appeals to potential candidates. Make sure it aligns with the terminology that resonates with your target audience.

Job Summary: Craft a concise yet compelling job summary that highlights the purpose of the role and its impact on the organisation. Incorporate team input to ensure a shared understanding of the role's significance.

Responsibilities: Outline day-to-day tasks and responsibilities with dynamic language, emphasising the importance of each. Use insights from your team to ensure a comprehensive perspective on key responsibilities.

Qualifications: Leverage team collaboration to differentiate between essential and non essential qualifications. Clearly communicate the required education level, experience, and any necessary Salesforce certifications.

Skills: List specific skills required for success, differentiating between must-have and desirable skills. Showcase how these skills contribute directly to the success of the role, incorporating insights from team members.

Company Culture and Values: Describe your company's culture and values, emphasising what makes it a unique and attractive workplace to work. Collaborate with your team to ensure that these cultural aspects align with the candidate's values.

Opportunities for Growth: Emphasise potential career development opportunities within the company. Highlight training programs, mentorship, or professional development initiatives based on your team's insights.

Chapter 6: Crafting the Dream Team

Benefits of the Role: Explicitly outline the benefits and rewards associated with the role. Showcase how the position contributes to the candidate's professional growth and job satisfaction, incorporating team perspectives.

Company Perks: Highlight additional perks that make your workplace stand out. Collaborate with your team to identify and showcase why your workplace excels in employee well-being.

Inclusive Language: Use inclusive language to attract a diverse range of candidates. Collaborate with your team to ensure that the language used is welcoming and free from potential biases, unconscious or otherwise.

Review and Refinement: Engage in a final review with your team, ensuring that the job description is clear, comprehensive, and aligned with your collective vision. Regularly update it to reflect changes in the role or the organisation.

Why Team Collaboration Matters:

- **Reflecting Reality:** Team collaboration ensures that your job description accurately reflects the reality of your team and company. It becomes an authentic representation of your workplace culture, values and expectations of your organisation. This authenticity is a magnet for candidates who align with your vision.
- **Enhancing Attractiveness:** Insights from team members make your job description more attractive to potential candidates. The collaborative process ensures that it speaks to the aspirations and expectations of your existing team.
- **Promoting Team Buy-In:** When your team is involved in the creation of the job description, there is a sense of ownership and buy-in. This translates into a more cohesive team, as everyone understands and supports the qualities needed for success.



Chapter 6: Crafting the Dream Team



- **Streamlined Recruitment:** Team collaboration streamlines the recruitment process. With everyone on the same page, decision-making is more efficient, and the entire team is aligned in selecting candidates who fit seamlessly into the company culture.
- **Building the Dream Team:** Your job descriptions are not just tools for recruitment; they are blueprints for building your dream team. By incorporating team insights, you've created a foundation that attracts individuals who not only meet the technical requirements but also contribute to the synergy of your workplace.

As you embark on the journey of recruiting your dream team, remember that the process doesn't end with crafting the job description. Regularly revisit and refine your descriptions, keeping them aligned with the evolving needs of your team and organisation.

Thank you for joining us on this adventure. May your job descriptions be compelling, your team collaborative, and your dream team just around the corner.

Here's to building the workforce of your dreams!



About Us

Growing Salesforce teams since 2007.

Resource On Demand Limited, is Europe's first specialist Salesforce recruitment company, and has a rich history of finding both permanent and contract talent across the UK, Europe and beyond.

We partner with Salesforce partners, ISVs and customers of all shapes and sizes across all industry sectors, and pride ourselves on offering bespoke, flexible recruitment services to suit all budgets and growth ambitions.

To understand how we can help your business attract and retain top Salesforce talent, feel free to reach out to us at rod@resourceondemand.com.