

**WHY**  
**GoOD**  
**JOB** DESCRIPTION  
**mATTERS?**

**BECAUSE NO ONE APPLIES TO CONFUSING JOBS**



**BY TACITBASE**  
**FOR HR PROFESSIONALS**

## Why Does Good Job Description Matters?

A well-crafted job description can increase **qualified applications by 30%** and reduce **hiring time by up to 40%**. Clear, [engaging JDs help attract top talent](#), improve hiring efficiency, and enhance candidate experience. On the other hand, vague or overly complex JDs can deter **60% of potential applicants**, especially women and underrepresented groups. Below, we've provided examples of **bad vs. best job descriptions** to highlight the [impact of clear, structured, and inclusive writing](#).



Image: Sample job description

By understanding the key elements of an effective job description, recruiters and hiring managers can create postings that resonate with the right candidates. From using inclusive language to structuring responsibilities clearly, [small tweaks can make a big difference](#) in both the quantity and quality of applicants. In this guide, we'll break down

the essential components of a strong JD, provide actionable tips, and share real-world examples to help you craft compelling job descriptions that drive better hiring outcomes.

Here are some examples>

## Examples of Bad Job Descriptions

### 1. Vague and Unstructured Job Description

**Title:** Software Engineer

**Description:**

“We are looking for a talented software engineer to join our team. The candidate should be experienced and able to work in a fast-paced environment. Responsibilities include developing applications and fixing bugs. Apply if interested.”

#### What’s wrong?

- No details about tech stack, required skills, or experience.
- Lack of structure, responsibilities and qualifications are unclear.
- No mention of company culture or benefits.

### 2. Unrealistic Expectations

**Title:** Marketing Manager

**Description:**

“We need a rockstar marketing manager who can single-handedly grow our revenue by 300% within six months. You must be an expert in SEO, PPC, content marketing, social media, email automation, PR, and graphic design. We expect 24/7 dedication and results from day one. No excuses!”

**What's wrong?**

- Unreasonable demands and impossible expectations.
- Overloaded responsibilities, expects one person to do multiple roles.
- Toxic language (“No excuses!”) discourages applicants.

**3. Too Much Jargon and Buzzwords**

**Title:** Synergy Optimization Specialist

**Description:**

“Are you a high-energy self-starter with a passion for leveraging agile methodologies to maximize cross-functional stakeholder engagement? We are looking for a blue-sky thinker to revolutionize our B2B SaaS ecosystem through cutting-edge strategies.”

**What's wrong?**

- Overuse of buzzwords, doesn't communicate what the job actually is.
- The title is confusing, what does a “Synergy Optimization Specialist” do?
- Lacks clarity on responsibilities and qualifications.

## 3 Examples of Best Job Descriptions

### Clear and Engaging Job Description

**Title:** Front-End Developer (React & TypeScript)

#### About Us:

We are [Company Name], a growing SaaS startup that helps businesses streamline their operations with intuitive software. Our team values collaboration, innovation, and continuous learning.

#### Role Overview:

We're looking for a **Front-End Developer** with expertise in **React and TypeScript** to help us build scalable and user-friendly web applications. You'll work closely with designers, back-end developers, and product managers to deliver high-quality UI experiences.

#### Responsibilities:


- Develop responsive and accessible front-end applications using **React, TypeScript, and Tailwind CSS**.
- Collaborate with UI/UX designers to bring concepts to life.
- Optimize applications for performance and scalability.
- Participate in code reviews and maintain best practices.

#### Qualifications:

- 3+ years of experience with **React and TypeScript**.
- Strong understanding of **CSS frameworks like Tailwind or Styled Components**.
- Experience integrating RESTful APIs.
- Knowledge of accessibility and performance optimization.

#### Why Join Us?

- Flexible work hours and remote-friendly culture.
- Learning and development budget for courses or conferences.
- A supportive team that values work-life balance.

 Apply now and let's build something amazing together!

## 2. Balanced and Realistic Expectations

**Title:** Digital Marketing Specialist

### About the Role:

We're looking for a **Digital Marketing Specialist** to help us scale our marketing efforts. This role is perfect for someone who enjoys data-driven decision-making and creative content strategies.

### What You'll Do:

- Plan and execute marketing campaigns across **SEO, PPC, email marketing, and social media**.
- Analyze performance metrics to optimize campaign effectiveness.
- Collaborate with designers and content creators to develop compelling materials.

### Who You Are:

- 2+ years of experience in digital marketing.
- Proficiency in **Google Ads, Facebook Ads, and SEO tools**.
- Strong analytical skills and ability to interpret data.
- Experience with content marketing is a plus!

### Perks & Benefits:

- Competitive salary with performance bonuses.
- Hybrid work model (office + remote).
- Health and wellness benefits.

 If you're ready to grow with us, apply today!

### 3. Inclusive and Well-Structured Job Posting

**Title:** Customer Success Manager

#### **Who We Are:**

At [Company Name], we believe in building strong relationships with our customers. As a **Customer Success Manager**, you will be the voice of the customer, ensuring they achieve their goals using our platform.

#### **Key Responsibilities:**

- Onboard and train new customers, guiding them through best practices.
- Proactively identify customer pain points and collaborate with teams to address them.
- Monitor customer satisfaction and advocate for their needs within the company.
- Develop and refine customer success strategies.

#### **Who You Are:**

- 2+ years of experience in **customer success, account management, or support**.
- Excellent communication skills and a problem-solving mindset.
- Comfortable with **CRM tools (HubSpot, Salesforce, etc.)**.

#### **Why Work With Us?**

- A diverse and inclusive work environment.
- Remote-friendly with flexible work hours.
- Career growth opportunities in a fast-growing company.

#### **How to Apply:**

Send us your resume and a short cover letter explaining why you're a great fit!

## Key Takeaways for Writing Great Job Descriptions

- Use **clear job titles** and avoid jargon.
- Describe responsibilities in **simple and structured language**.
- Highlight **required skills and experience** without unrealistic expectations.
- Showcase **company culture, perks, and career growth opportunities**.
- Use **inclusive and engaging language** that attracts top talent.

👉 Want an advanced JD scoring matrix with granular scoring? [Try this template](#)

Read More:

- [Why Companies Are Switching to AI Writers for Job Descriptions](#)
- [Why AI-Powered JD Writing is a Must-Have Feature in Hiring](#)