



Job Description Guide

For Employers

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sauder.ubc.ca/hire

Create Job Descriptions that Attract Students

Increase your application rates by writing engaging job descriptions targeting students and alumni directly.

Use the examples and tips below to help craft compelling job descriptions that attract the most qualified and relevant applicants.



Job Description Sections

About Our Company

Example	Tips
<p>Our Company is built on a foundation of positive relationships with our people and our clients.</p> <p>Every day, we rely on our professionals to provide exceptional service and help our clients by providing advice and insight they can trust.</p> <p>We foster an inclusive workspace that allows everyone to maximize their potential through a mentorship program, hybrid work opportunities, flexible hours, and a collaborative work environment.</p>	<ul style="list-style-type: none">• Include your mission, vision, and values in the company description.• Identify one or two company characteristics that indicate how the student will be supported.• Consider including a short testimonial from a previous intern or Co-op student about what they valued about the work experience.

About the Role

Example	Tips
<p>In this role, you'll analyze data to identify target markets, leverage your communication skills to produce content assets and support the rollout and monitoring of campaigns across social media platforms.</p>	<ul style="list-style-type: none">• Explain how this role will contribute to the candidate's professional growth and help your organization implement its vision.• Indicate how the student will be supported in the role.

<p>With our support, including a dedicated mentor, you'll be a key team member who tells the world about <i>Our Company</i>.</p> <p>This full-time position is based in our Vancouver office and is easily accessible by SkyTrain and bus. It is a remote/not-remote/hybrid position.</p>	<ul style="list-style-type: none"> • Include the job location and transit links.
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Responsibilities

Example	Tips
<p>Some typical tasks for this role include:</p> <ul style="list-style-type: none"> • Collaborating on the creation of a multi-platform marketing campaign. • Analyzing sales and marketing metrics and providing written and oral reports to the team. • Assessing the reach and impact of existing campaigns. • Researching market trends to identify new campaign ideas and directions. • Reviewing customer feedback and providing the team with insights. 	<ul style="list-style-type: none"> • Start sentences with verbs. • Avoid jargon to make the role understandable for a broad audience. If you use an acronym, spell it out the first time with the acronym in brackets. • Use gender-neutral language. • Identify typical tasks the students will do so they know what to expect.

Job Requirements

Example	Tips
<ul style="list-style-type: none"> • Currently working towards a degree in business, project management, communications, or a related discipline. We welcome all candidates with the right mix of skills. • Ability to analyze large datasets and identify key trends. 	<ul style="list-style-type: none"> • Focus on competence rather than years of experience. • Be clear about which requirements are mandatory and which are preferences. Limit the number of preferences listed.

<ul style="list-style-type: none"> • Demonstrated interest in creating marketing campaigns. • Strong written communication skills, as shown through previous work experience or university assignments. • Ability to collaborate effectively in a diverse environment. <p><i>Nice to Have</i></p> <ul style="list-style-type: none"> • Familiarity with a Search Engine Marketing (SEM) platform. • Experience with digital marketing tools. • Awareness of consumer behaviour theory and practice. 	<ul style="list-style-type: none"> • Include a mix of competencies to demonstrate that a wide range of candidates may be eligible. • Limit the number of requirements that speak to fit or social skills if those skills are not fundamental to the role.
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What We Offer

Example	Tips
<p><i>Our Company</i> offers the following benefits and work conditions to our team:</p> <ul style="list-style-type: none"> • Salary of \$55,000 to \$60,000 per year. • 37-hour work week, with some ability to set hours outside of 9 to 5. • Interactive and quiet spaces in the office to accommodate your work. • Access to paid time for community volunteering. • Dedicated mentor and training access to Company executives and leaders. • Opportunity to develop and launch a marketing campaign and add to your portfolio. • Practical skills for assessing and understanding marketing campaign performance. 	<ul style="list-style-type: none"> • Provide a transparent salary range that aligns with the B.C. Pay Transparency Act and is appropriate for attracting the best candidates. • Identify the working conditions and context and how the position supports people of all backgrounds. • Be clear about what students can expect to learn from the opportunity.

How to Apply

Example	Tips
<p>To apply, send a cover letter, resume, and an unofficial transcript in one combined PDF file to jobs@ourcompany.com by DAY, MONTH, TIME.</p> <p>Our Company is committed to an accessible and equitable recruitment process and is prepared to offer adjustments to help candidates. To begin a confidential conversation around accommodations, we encourage you to contact a dedicated recruitment team member at hrsupport@ourcompany.com</p> <p>For more information about our Company, visit ourcompany.com</p>	<p>Ensure application instructions are easy to follow.</p> <p>Provide a contact where candidates can request accommodations.</p> <p>Provide a website where students can find more information about the company.</p>

We're Here to Help.

Get in touch with our team for more information about how to connect with and recruit our students:

talent@sauder.ubc.ca

Tel (604) 822.6479

Fax (604) 822.1271

Toll-free 1.877.777. 6479

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