



Hire Qualified

Use skills-based job postings to find the talent you need.



[Skillful.com](https://www.skillful.com)



Unless jumping through hoops is part of the job, don't make it part of the job description.

You're looking for great talent, and with low unemployment, it's hard to find. If you're only looking for candidates with college degrees, you're eliminating 70% of the talent pool before you even get started. Many skilled job seekers won't even apply, because they don't see themselves in the role you've posted.

Effective job descriptions represent not only the role you need to fill, but what's happening in the job market. Now more than ever, effective job descriptions require a focus on skills. This skills-based guide will help you find and keep the best people for the jobs you advertise.

Skills-based hiring—hiring the right person, not the right resume—is founded on two key principles:

1. Job postings need to focus on skills.

- Include 5-7 key competencies *actually required to successfully perform the role*
- Remove “college degree” and “years of experience” as requirements for the job
- Include common job activities, but not drawn-out lists
- Use language that invites diversity, such as “Military experience welcomed”

2. Clearly distinguish between what is “required” and what is “preferred.”

- Required skills should *only* be those necessary to complete core job duties
- Add to the “preferred” list anything that can trained or learned on the job, or skills that would be nice to have

How many steps are in your current hiring process?

Searching, finding, hiring, and retaining the best talent is a talent in itself, and you know how hard the process can be. Follow these four steps, and you'll get a customized, skills-based job posting for each role you need to fill.



1. Gather all your current job postings.

Decide which postings to convert to a skills-based format. Search Skillful's [deep dives](#) or available data sources (e.g., [O*Net](#)) to determine which occupations are most similar to those in your company.



2. Pick a Skillful template.

Visit skillful.com/employers to download relevant occupational templates for the role you want to fill or blank skills-based template.



3. Sharpen your posting with available data.

Use the latest data (e.g., [O*Net](#)) to distinguish the required and preferred skills for the job.



4. Customize your posting.

Meet with your hiring manager and a current employee in the role to refine and tailor the necessary skills for the job.

Job-posting DOs and DON'Ts.

DO:

- Differentiate between what is necessary and what would be nice
- List requirements only if they are *actually* required
- Expand qualified talent pools by limiting experience and credential requirements, such as education and professional history
- Be succinct
- Format postings consistently
- Include location, title, and contact email in online postings

DON'T:

- List capabilities that are ideal or valued as *required*.
- Duplicate content throughout the posting
- Use language with gender or racial bias, e.g., tough, assertive, nurturing



You'll know the right candidate when you see her. But first, she needs to find you.

The following skills-based job postings will give you a feel for the look and language that has proven most effective in hiring the right people for the job.

—SAMPLE JOB POSTING—

Job Posting: Quality Manager

Company Overview:

Company, Inc. offers world class molding, with reliable execution. We deliver results we're proud to stand behind. Our success derives from quality service, and understanding what it takes to launch our products to the next level. The team is highly skilled, diverse, and knows what it takes to be successful.

Job Summary and Responsibilities:

Manage the quality system, which governs plant procedures on both day-to-day and strategic long-term basis. Quality Managers plan, coordinate, and direct quality control programs designed to ensure continuous production of products consistent with established standards (e.g., work orders, blueprints and other instructions) by performing the following duties personally or through subordinate supervisors.

Required Competencies:

Occupational Competencies

- **Physical Inspection & Quality Assurance:** Perform first article inspections and test products to evaluate quality or performance using a set of test tools (e.g., micrometers, calipers, scales); know enough about quality metrics to identify QA problems. Assist operations in trouble shooting machine and mold effects on product quality.
- **Employee Training:** Identify skill levels, staff strengths, and training needs; be able to demonstrate skills to staff and use simple explanations. Act as management representative for ISO 9001 Compliance and other regulatory agencies.
- **HR Management & Planning:** Use company resources to coordinate safety programs (e.g., safety meetings, and workers' compensation benefits administration) and to perform staff appraisals; communicate effectively and succinctly with HR and related staff to assist with full-time staffing and to enforce company policies.

Foundational Competencies

- **Management of Personnel Resources:** Motivate, develop, and direct staff as they work; identify the best staff for a given task or roll. Know how to increase the skills of your people and make them more productive; use a tailored management style for each worker (e.g., some work better with autonomy, others need direct management).
- **Critical Thinking:** Optimize quality production by proactively proposing new ideas and implementing those approved by management; identify dangers and eliminate risks. Evaluate results of ERs to determine effects on quality plan requirements.

Preferred Competencies:

Occupational Competencies

- **Manufacturing Processes:** Demonstrate the ability to learn, understand, and implement various manufacturing processes, such as Six Sigma and Lean Manufacturing.

Foundational Competencies

- **Social Perceptiveness:** Tailor communication to the individual staff member or customer (e.g. talk directly to some and more sensitively to others). Build and develop healthy working relationships with staff and management.

Example Activities:

- Regularly inspect materials, products, or equipment to detect defects or malfunctions, while also enforcing safety and sanitation regulations.
- Read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Write reports, business correspondence, and procedure manuals.
- Read and analyze charts, work orders, production schedules, and other records and reports to determine production requirements and to evaluate current production estimates and outputs.

Required Certifications:

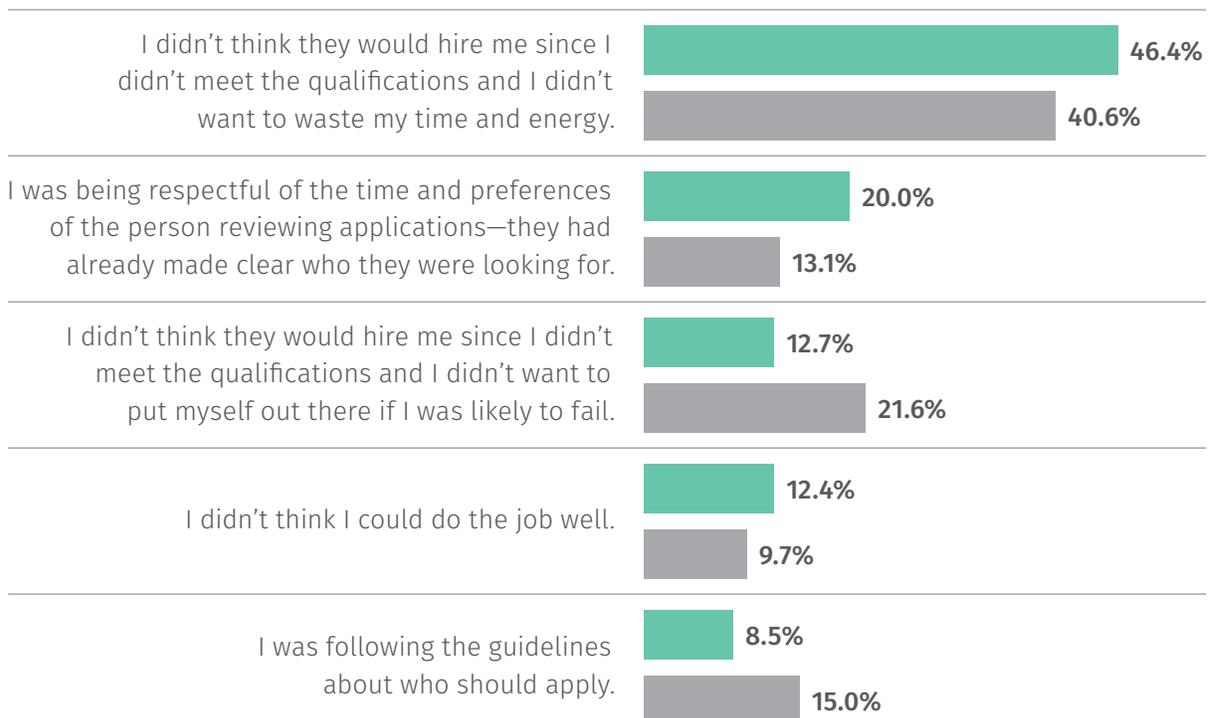
- American Society for Quality (ASQ)
- Certified Quality Engineer (CQE) or
- ASQ Certified Quality Manager(CQM) preferred



Why didn't you apply for that job?

Men and women give their reasons.

● Men ● Women



So what does skills-based hiring get you, other than the best possible candidates?

As soon as you start using skills-based hiring practices, you'll notice how much easier and more effective the hiring process becomes. You'll find:



A deeper talent pool.

Only 30% of working-age Americans have a college degree, so if your posting requires one, you're writing off 70% of the working population—many of whom have the capabilities you need.



A better fit.

By focusing only on what's most important—the skills *required* for day-to-day job performance—you'll attract candidates who are best suited to the job.



A better path forward for employees and employers.

Emphasizing certain skills helps job-seekers—as well as current employees—understand what it takes to succeed in a particular position. And knowing the path to success is good for everyone in the company.

The top ten roles in two of the top industries.

Get free templates for each at [Skillful.com](https://www.skillful.com).

Information Technology:

- 1 Software Developers
- 2 Computer Systems Analysts
- 3 Computer User Support Specialists
- 4 Business Intelligence Analysts
- 5 Network Systems Administrators
- 6 Database Administrators
- 7 Computer Systems Engineers
- 8 Information Security Analysts
- 9 Computer Network Architects
- 10 Software Quality Assurance Engineers and Testers

Advanced Manufacturing:

- 1 Quality Control Inspectors
- 2 Machinists
- 3 Computer-Controlled Tool Operators
- 4 Logistics Analysts
- 5 Electric and Electronics Repairers
- 6 Industrial Engineering Technicians
- 7 CAD Drafters
- 8 Manufacturing Production Technicians
- 9 CNC Programmers
- 10 First-Line Supervisors of Production and Operating Workers

No one ever complained about having too many qualified candidates.

Employ a skills-based hiring approach, and you'll open your doors to a better, broader selection of talent. You'll find the right people faster, and you'll keep them longer.

Visit skillful.com to see how simple it is.

