



# Crafting a role requirement profile that gets results

Use this template to set **clear expectations** at the beginning of the hiring process and to craft your job ad.

Did you know that **20% of jobseekers** will decline a job offer after an interview if expectations differ from those originally advertised?\*

## Qualifications & competencies

• Job role

• Department/team

• Reporting line

• Location  
(on-site, remote, hybrid)

• Employment type  
(full-time, part-time, contract,  
freelance, internship)

• Target fill date

## Role requirements

- Purpose of role  
(why the role exists)

- Core responsibilities  
(bulleted list of  
day-to-day tasks)

- Example project(s)

- KPIs/success metrics  
(what success looks like  
in the role)

## Seniority & experience

- Seniority level  
(entry-level, mid-level, senior,  
lead, director)

- Minimum years of experience

- Preferred previous roles  
or industries

- Leadership/management  
responsibilities  
(if applicable)

## Qualifications & competencies

- Educational requirements  
(degree type, field of study, etc.)

- Technical skills, such as tools  
or software  
(clearly differentiate between  
must-have and nice-to-have  
skills)

- Soft skills  
(communication, adaptability,  
collaboration, etc.)

- Language requirements

- Qualifications/certifications

## Compensation & benefits

- Salary range

- Bonus structure  
(if applicable)

- Benefits  
(healthcare, retirement plans,  
annual leave, etc.)

- Perks  
(gym membership,  
company car, etc.)

## Application process

- Preferred communication channel for contact with Talent Acquisition Team

- Meeting frequency between hiring manager and recruiter

- Reporting line

- Location (on-site, remote, hybrid)