

Your Company Name

Job Profile

(See below for explanation of sections)

Job Title: \_\_\_\_\_

Reports to: \_\_\_\_\_

Job Purpose: \_\_\_\_\_  
\_\_\_\_\_

Essential Functions & Responsibilities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

Additional Functions & Responsibilities:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

Key Result Areas:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Skills / Expertise / Education:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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Physical Requirements:

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Growth Position: \_\_\_\_\_

Works with Positions: \_\_\_\_\_

## Explanation of Categories:

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### Job Title:

The job title is the formal name for the job. Often new entrepreneurs are tempted to give a job an impressive-sounding title even if the work and the salary do not match it. Beware! There are salary range surveys for just about every type of job; and if the salary you are paying for a specific title is out of line, you may find yourself in court.

Be smart – Make sure the title matches the work you are asking the person to do and the salary you are willing to pay. You can always change the title, job description and pay range as the job requirements increase.

### Job Purpose:

This is the general purpose of the job – why it exists. Describe what the job should accomplish and how it benefits the organization. Be precise so anyone reading the description can understand it.

### Essential Functions and Responsibilities

This is where you list the duties and responsibilities of the job – the What Do You Do section. Be as thorough and precise as possible so nothing is left to the employee's interpretation.

These are the functions from which you will create the Key Result Areas. If you cannot describe a duty or responsibility concisely, you probably don't understand exactly what you want the person to do; and if you don't understand, they won't either. Keep re-writing this section until it is crystal clear what the person is being hired to do. If any of these functions is not performed, they are not doing the job in its entirety.

When you write, make sure your language is gender neutral and action oriented.

### Additional Functions and Responsibilities

These functions and responsibilities are those duties that are ancillary to the job. They may include things like mentoring new arrivals to the department and organizing a holiday party. While performing these functions may cause you to rank the employee higher, not performing these tasks is not grounds for firing. Not performing essential functions would be grounds for discipline, additional training or dismissal.

### Key Result Areas (KRAs)

The KRAs are the concrete measures you will use to evaluate the employee's performance. What this means is the employee will be evaluated based on results, not on effort.

To create a KRA, look at the purpose of the job, review the functions and responsibilities, and create a measurement that leaves no interpretation as to whether or not it has been met. The measurement should be within the scope of the job and directly impact the purpose.

Let's look at an example:

Let's say the purpose of the job is "To increase online reach, engagement, sales and retention to achieve company revenue goals".

Let's say the responsibilities and functions have to do with using content coming from you or elsewhere in the company to manage your social media, website and webinars, and using their creativity and experience to suggest ways to increase reach, engagement, sales and retention.

Then one KRA could be Increase the membership average retention time from 3 months to 12 months.

That would reflect the goal of increased retention. It is also easily measured so there is no question that the employee created the result or not.

Create 3-5 KRAs for the position.

## Skills / Expertise / Education

This is where you itemize the expertise and / or education you are looking for and the skills and abilities.

Be as specific as you can. If you are looking for work experience, state in what area and for how long, with what kind of responsibility and results.

If you need specific education or certifications, make sure you list them.

If you need specific skills and abilities, state proficiencies if you can. For example, if you need a translator, working at the United Nations is vastly different from translating in a hospital ER or in a college physics class.

When listing characteristics, relate what you are looking for to the job. Adjectives can mean different things to different people. I may think I'm creative, but you don't. A better description may be "capable of using general outline to create an engaging blog post resulting in a minimum of 50 clicks through to the offer."

## Physical Requirements

If your job requires physical activity, list the requirements here. For example, if you are selling inventory, and your employee will need to lift boxes, stack inventory etc. it is important that you explain what is needed, including the ability to climb ladders, lift boxes weighing 30 pounds etc.

If your job has Schedule Requirements, change this section to address that need. For example, if the job requires evening work 1 day per week to administer and record a webinar, that needs to be explained.

## Growth Position

If you envision growing to the point where someone in this position may be promoted to a higher-level job, you can put that here. However, be sure that you do not word this section in such a manner that an employee can reasonably expect to be given this job. If they do well in the current position, they may be entered into the group being evaluated for the new position. Never make or imply promises.

## Work with Positions

This outlines the organization of the company. At first, the person may work only with you or with everyone else in the company. However, as the company grows, they may work with specific departments, not all departments.