

EMPLOYER SUPPORT

Writing a Great Job Description for Virtual Opportunities

A detailed description can help you set expectations for the position and recruit the most qualified candidates. Using an accessible and effective online portal will help you attract candidates whose qualifications fit with the position and your organization. Connect with careers@mcmaster.ca to post on McMaster's online portal, which is accessed by both students and alumni.

Be clear about the level of flexibility.

- Will the employee work from home or some other virtual location?
- Are there specific hours and/or days that the employee needs to be available?
- Is this a part-time or full-time commitment?

Specify how the job can be done remotely.

- Does the position require a quiet space?
- Develop clear expectations about what is needed for the workspace or home office.
- Explain how your company supports employees.

Describe the technical skills and equipment needed to do the job.

- Outline the computer specifications, Internet speed and other necessary equipment (scanner, printers, camera).
- What platforms will be used (Word, Excel, PowerPoint, Teams, Zoom)? Is there training?
- What will you supply as the employer*, and what will the employee need to provide themselves?

Describe communication expectations.

- How, and with what frequency, will communication occur?
- Are there internal and/or external meetings in which the employee will be required to participate?
- What are your preferred methods of communication?

Be particular about the language and keywords.

- Virtual, remote, flexible — make sure you know which type of position you really need.
- Avoid trendy, creative words like “guru” or “influencer” in your job title. Candidates are searching for common keywords and phrases.
- Include the qualifications and skills that are most important; leave out details that are more flexible.

*Some funding options may be available through the Student Success Centre at McMaster University. Contact nealean@mcmaster.ca.

