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# START THE SEARCH





# ATTRACT THE RIGHT CANDIDATES

Your job description is the first impression you will leave on a potential candidate.

A good job description will save you time and money by attracting the right talent and repelling those who may not be the right fit. It's your opportunity to shine and show candidates how you're different!

## In this section you'll get

- ✔ **Job Description Checklist Part 1: The Basics**
- ✔ **Job Description Checklist Part 2: New Standards**
- ✔ **Job Description Best Practices**
- ✔ **Sample Job Description Template**



## JOB DESCRIPTION CHECKLIST

### PART 1: The Basics

#### Qualifications & Experience

How many years of experience does the position require?

Does this position have special education requirements?

#### Full-Time / Part-Time

Is this a salaried or hourly position?

If you are looking for part-time, is there potential to be full-time in the future?

#### Compensation

What is the salary or hourly rate?

***To publish or not to publish?*** Listing an hourly rate or annual salary might help you screen candidates faster, but can also make it harder to attract candidates with more qualifications.

*Omitting the salary or hourly rate from your job posting may attract more candidates and give you room for negotiation with the right candidate.*



## PROMOTE YOUR PERKS

Not all practices are equal when it comes to employee offerings. Now is the time to toot your own horn about the perks that set you apart.

- Do you offer production bonuses? Flex time? Job sharing? Training?
- Do you use the latest in dental technology?
- Do you have fun team building activities to keep the team connected and spirits high?
- Do you participate in dental mission work or support team members who do?
- Do you sponsor or reimburse team members for continuing education?
- Do you offer paid vacation or maternity leave?



## JOB DESCRIPTION CHECKLIST

### PART 2: New Standards

Aside from the usual – qualifications, experience level, schedule and compensation – there is a new standard that includes addressing the safety, operations, culture and values of a practice group.

Transparency and the ability to communicate your office culture to a potential employee is more critical than ever. Following are some key details to include:

#### **Safety Measures**

Which equipment and physical changes have you made in your office to protect patients and team members?

What schedule changes have you made to reduce risk?

What PPE do you provide? Does the practice provide it to all or only employees?

#### **Team Member Communication**

Do you stay in communication with your team doing virtual huddles, having weekly check-ins, or coordinating monthly or quarterly production meetings during office closures?

Do you empower your team to provide input to help improve new processes and day-to-day operations?

#### **Differentiators**

What makes you different from other local practices? Detail why your office is a great place to work. Think a little more broadly than just a daily routine.

What can they expect to accomplish professionally and personally in your practice?

#### **Culture & Core Values**

What else makes your practice special and different?



## JOB DESCRIPTION BEST PRACTICES

- ✓ **Keep your job ad simple and skimmable.** Break up sections into short, easy-to-read sentences.
- ✓ **Include relevant keywords** for the role and your culture.
- ✓ **Go beyond the day-to-day job description.** Share how they will grow in your practice.
- ✓ **Highlight your perks and differentiators!** This includes your office culture. See DentalPost's Culture Assessment for messaging ideas.
- ✓ **Know the law.** Comply with local and federal labor laws. Avoid references to gender, marital or parental status, unemployment status, race, ethnicity, age, non-job-related disability, national origin, or religion.
- ✗ **Avoid being overly simple or too wordy.** Add the important details, but save something for the interview.
- ✗ **Don't be a copycat.** Be authentic. It's ok to look to other job ads for inspiration, but candidates can tell when it's canned.
- ✗ **Don't just brag about your workplace, support it with facts.** Include a snippet of a testimonial, a recent award or accolade from the industry or community.
- ✗ **Don't bury the perks.** Lead with the differentiators and "good stuff" first and leave the standard details at the bottom.



## SAMPLE JOB DESCRIPTION

*Are you looking to work for a practice that offers stability and operates with integrity? Would you like to work for a dentist with an excellent reputation in the community and among dental peers?*

*Look no further! We create and maintain an environment that is safe for our team and patients. We provide PPE that includes high volume evacuation devices for intraoral use along with the usual gowns, shields and gloves. Plus, we offer a wide variety of hand instruments.*

*We can tell you why we're great, but our long-standing team members are the real testament. Why do they stay? Because we invest in them and their continuing education and personal growth. And also because we like to have fun while working hard in a respectful and professional environment.*

### **We are seeking a qualified RDH who:**

- Puts both their head and heart into their work and patient care.
- Has strong communication skills and uses emotional intelligence to work through challenges and issues.
- Keeps a positive attitude (even in the midst of a pandemic) and is willing to do what it takes to make it work.
- Is passionate about helping the business grow.
- Practices high standards of care, including a working knowledge of overall dentistry and dental hygiene procedures, and dental patient screening.

We are looking for a full-time hygienist with 3+ years experience. Competitive salary, benefits and paid vacation. If this is you, then come meet your forever dental home!

This is just one example of a great job description. What can you honestly say about your practice that makes you stand out in the sea of job posting sameness? It will be noticed and appreciated and says a lot about who you are that you took the time to do so.

**Better job postings mean better candidates, faster!**