



**CREATING
COMPELLING JOB
DESCRIPTIONS FOR A
MEDICAL SALES SKILL-
SHORT MARKET**



NON-TRADITIONAL

Hiring amazing talent in any industry starts with attracting the right people.

Unfortunately, following the "Great Resignation" and the transformation of the workplace, capturing the attention of amazing candidates isn't easy. According to current industry data, 95% of employers say they find it extremely difficult to fill the gaps in their team, thanks to a skill-short marketplace.

As job opportunities in the medical sales space continue to rise, business leaders need to work harder than ever to make their listings stand out amongst the clutter.

It all starts with writing the most effective job descriptions.

Even as the hiring landscape evolves, candidates still rely on engaging, informative, and powerful job descriptions to determine which business best fits their needs.

The best job descriptions combine critical insights into an available role, with a touch of marketing and a behind-the-scenes look at company culture. It's not enough to list the required skills and experience under a quick summary of what a job entails.

To attract loyal, engaged employees to your teams, you need to highlight information that matters to top talent. Today's job descriptions should focus on the benefits you can offer as an employer, your commitment to diversity, equity, and inclusion, and a clear overview of why candidates should choose your business over dozens of competitors.

Today, we're exploring how employers in the medical sales space can turbocharge their job descriptions and ensure they're attracting the widest selection of talented professionals.

Thanks,
The Team at Advance Recruitment

What is a job description's function, and is it still important?



Job descriptions are simple documents outlining the essential responsibilities involved in a role. They highlight the qualifications and experience a candidate needs to excel in a position, describe the type of work they're going to perform, and offer insights into the benefits of a role.

Job descriptions have grown increasingly critical over the years as medical sales employers struggle to find the best talent. Today's business leaders are now using job descriptions to outline the key components of a role and essentially promote their companies to qualified candidates.

An effective job description ensures your brand can attract candidates and fill crucial skill gaps. In fact, 52% of job seekers or a recent Indeed research report say job descriptions directly influence their decision on whether or not to apply for a role.

Job descriptions help you to outline exactly what you need from a new employee, so you can make the right decision about who to hire first-time around. These documents also:

- Give candidates a clear idea of what to expect from a role
- Act as a guide when making hiring decisions
- Communicates the expectations aligned with a role
- Form the foundation for interview questions
- Attract critical talent to role opportunities



What are the Core Components of a Good Job Description?



Many companies have their unique process for writing job descriptions. Some business leaders work with existing employees to build descriptions based on feedback from staff and, importantly, what they need the employee to deliver in that role.

Others leverage the skills of medical sales recruitment companies like ourselves to boost their document's performance. According to Indeed, to write an effective job description, companies must find the right balance between providing concise, straightforward information, and using the right details to engage, excite, and intrigue candidates.

Typically, your job description will include the following information:

A Title and Summary

The first component of a good job description is a role title and a summary of what the position entails. Highlight the nature of the role (whether it's permanent, full-time, or contract) and how you expect your employee to work (in-office, remote, or hybrid). Keep in mind flexible working options could make your job descriptions more attractive. 76% of professionals say they'd like to work fewer traditional hours and want a flexible approach to when and how they work.

Remember to use a specific, easy-to-understand job title to avoid confusing your potential candidates with jargon. Drop any internal abbreviations your candidates may not look for when conducting their job search. Talk to your medical sales recruitment company if you're unsure what your title and summary should be.

An "About the Company" Section

In the current economy, candidates want to know what companies they will work with. The best talent is looking for evidence of an empathetic, inclusive, and reliable employer. In the "About us" section, you can highlight your company culture, vision, and purpose. Give your potential candidates an insight into your values, such as a commitment to innovation, collaboration, and evolution.

The "About" section is also a fantastic space to highlight critical DEI information. 50% of employees currently believe their employer isn't doing enough to promote diversity.

If you want to attract talent from all generations and backgrounds, make sure you demonstrate your ability to make every team member feel like part of the family.

What are the Core Components of a Good Job Description?



The Role and Responsibilities

Your job description is important in setting expectations for your medical sales employees. You should outline the core purpose of the role straight away and what your team members will be responsible for in this position. Make sure your list of responsibilities is as clear as possible, with no industry jargon or confusing language.

Be precise and let team members know what kind of systems and software they will be working with, what medical sales projects they will be dealing with, and what the short and long-term objectives of the role might be.

Competencies and Skills

This section of the job description tells your medical sales candidates what characteristics you're looking for in an employee. Essentially, it's a checklist of everything a good employee will need to perform well in the role. Avoid listing educational requirements and skills that aren't entirely necessary here, as it could stop potentially good candidates from considering your opportunity.

Create a list of specific skills and qualifications your team member will require. Highlight whether they need experience working with certain programs, and draw attention to any on-the-job training you can offer. You may also want to outline some basic traits you're looking for, such as punctuality and proactivity.

The Benefits and Salary

Finally, you'll need to show your candidates what's "in it for them" if they decide to join your team. Provide an insight into the kind of salary your candidate can expect. You can choose a salary "range" if you're open to negotiations. Just make sure it's in line with the average for your medical sales space.

Don't forget to draw attention to benefits too. Many employees find benefits to be just as attractive as a good level of remuneration. For instance, maybe you can offer flexible and remote work, a four-day workweek, or access to in-house therapy and mental health support. A good way to make your benefits more attractive is to write them in a way that helps your candidates envision what it might be like to work with you. For instance, instead of writing "4-day work week", write, "Start your weekend early every week with a four-day schedule, so you have more time for family and friends."

Remember to talk to your recruitment company working with you on the role. They speak to candidates daily, so they can tell you exactly what the candidate you are looking for wants in a role.

Top Tips for More Compelling Job Descriptions

Writing effective job descriptions for the skills short medical sales landscape isn't just about ensuring you include all the right information. As the number of job openings in today's market continues to expand, it's important to look for ways of making your job descriptions more compelling.

Here are some quick tips to help you attract more candidates:

1. Improve the Opening Section

It's becoming extremely difficult to make job descriptions stand out these days. After all, job postings in the UK are above their pre-pandemic levels. Your potential candidates will be scanning through job listings daily. That's why it's important to make sure you instantly grab your talent's attention.

A good way to make your descriptions more compelling is to focus on the benefits the candidate can expect immediately. Rather than starting with a phrase like "The ideal candidate will", talk about what your employees will get from you. For instance, "This role gives you a unique opportunity to work with world-class medical device brands on a flexible schedule."

2. Communicate Clearly Your Compelling Culture

Candidates are a lot pickier about where they work in today's skills-short marketplace. With that in mind, it's important to highlight the culture of your business straight away, so talent can determine whether your business really fits their needs. Introduce your brand's vision and mission, values, and commitment to building a diverse workforce.

Discuss the company culture employees can expect, introducing concepts like remote work opportunities, flexible schedules, on-site gyms, and team-building exercises. Consider including genuine insights and quotes from your existing medical sales employees. This is a great way to demonstrate your business's credibility and authenticity.



Top Tips for More Compelling Job Descriptions



3. Make Information Easily Accessible

Job descriptions need to be informative, but candidates don't want to be overwhelmed with huge amounts of text and complicated words. Consider cutting down on lengthy sentences and switching to bullet points where possible. This will help your candidates scan your content and find the necessary information to determine whether they should apply.

Experimenting with different kinds of content is a good way to make your job descriptions a little more engaging. Alongside paragraphs and bullet points, you could consider using short videos to provide insight into your business, with statements and stories from real medical sales employees. Show candidates the office space, and let them hear the hiring manager's voice to make your content more memorable.

4. Double-Check Your Content is Inclusive

As demand for diverse, equitable, and inclusive employers continues to rise, it's more important than ever to double-check that your content doesn't include any evidence of bias. Unconscious bias can easily creep into job descriptions and prevent crucial talent from applying.

For instance, you may use words like "young go-getter" or "experienced veteran" without malicious intent, but these terms alienate whole age groups within your candidate pool. When writing your medical sales job descriptions, watch out for any language which might make your description less appealing to a specific gender, age group, or ethnic group.

If you're worried your diversity message isn't clear enough, talk to your recruitment company, who will be able to advise you on how to include your commitment to DEI.



Top Tips for More Compelling Job Descriptions



5. Be Transparent About the Candidate Experience

Setting expectations in the job description is an excellent way to save time for your team and your potential medical sales candidates. Being open and clear in your job description about what the interview will entail and how decisions will be made shows your candidates that they can expect a straightforward hiring journey with you.

Highlight whether there are likely to be any post-interview tests your candidates will need to complete, and let your potential employees know if interviews will happen in person or virtually. It may also be worth introducing some basic information about the onboarding experience for successful candidates.

6. Ask for Feedback

As employee and candidate expectations change, it can be difficult to consistently update your job descriptions in a way that generates real results without a little help. Fortunately, there are various places where you can cultivate feedback. Ask your existing team members for help making your job descriptions stand out. They can tell you what benefits make your role more compelling and what information you might have missed.

Speak to your medical sales recruitment company for advice on how to make your job listings stand out. After all, these professionals have years of experience posting job descriptions and helping brands attract top talent.

The Mistakes to Avoid in Your Job Descriptions



Writing the most compelling medical sales job descriptions can be a complex process, particularly in today's competitive hiring landscape. It's easy to stumble into several potential mistakes, which could mean you miss out on the most valuable talent for your team.

Aside from following the steps above to make your descriptions more compelling, it's also worth ensuring you don't fall victim to any of the following common errors:



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Aside from following the steps above to make your descriptions more compelling, it's also worth ensuring you don't fall victim to any of the following common errors:

1. Using the Wrong Job Title

As companies continue to rely on "marketing" strategies to attract new medical sales talent to their team, recent trends have emerged among organisations trying to make their descriptions more compelling. For instance, some companies try to showcase their unique personality and culture by switching out job titles with different languages. You may have already seen listings for various medical sales "superstars" or "rockstars".

While weird and unusual job titles can be fun, they're also highly confusing. Most people in today's digital landscape are actively looking for job descriptions which include specific keywords. This could mean using unusual language prevents candidates from finding your posts. Additionally, complex job titles can make it harder for employees to determine whether they're applying for the right roles. It's worth sticking with titles you know your employees are familiar with.

The Mistakes to Avoid in Your Job Descriptions

2. Using Hyperbolic Language

In an age where candidates are looking for more genuine, honest, and empathetic employers, they're increasingly less likely to apply for roles where companies use a lot of superlative and hyperbolic language. Telling your candidates that working with you gives them a chance to be part of the "best company in the world" won't increase your chances of attracting talent.

Instead, focus on the clear, authentic benefits you can offer. Don't just tell your candidates your business is the best in the world. Highlight what makes your job offer special. Can you provide flexible working schedules, consistent education and training, and access to unique benefits no other business can offer?

3. Failing to Include Relevant Information

While candidates in today's fast-paced environment have less time to browse through job listings, this doesn't mean you can "skip" parts of the job description. Failing to include important information means you're less likely to attract candidates because they won't know what to expect from your role.

Make sure you highlight all of the position's key responsibilities, the benefits on offer, and any other information that might be necessary for your medical sales talent. Include details where relevant too. For instance, what makes it flexible if you're listing a "flexible" role? Can team members work from home whenever they like, or will they be able to change their schedule easily?



The Mistakes to Avoid in Your Job Descriptions

4. Alienating Crucial Talent

In a skills-short medical sales environment, you cannot accidentally alienate qualified people from your role. With this in mind, it's worth double-checking that you're not driving possible candidates away. For instance, it might be a good idea to remove any requests for a specific number of years of experience from your job descriptions.

Experience is great, but it's not the only factor determining whether your medical sales employee will thrive in your role. Adding requests to your job descriptions for an employee with five years of experience in a specific sector can prevent qualified candidates from applying.

A candidate with an excellent growth mindset and two years of experience may be better for your business than someone with ten years of experience and a laid-back attitude. Focus on the skills you need your employees to have and the results you want them to achieve instead.



5. Failing to Get the Right Help

As the medical sales market continues to suffer from significant changes and skill shortages, it's harder than ever for business leaders to find the talent they need without a little extra help. Ultimately, going it alone isn't an option if you want to attract the right talent as quickly as possible. No matter how big or small, every company should consider working with an expert.

Working alongside a medical sales recruitment agency will help you to enhance your job descriptions, build your talent pipeline, and increase your access to talent. Not only can your recruitment agency give you tips on improving your job listings based on their extensive experience, but they can also ensure your listings reach the right people by promoting them on the correct channels.

About Advance Recruitment

Advance Recruitment is a specialist medtech recruitment agency with a focus on filling commercial positions such as management, sales, marketing and clinical training.

Founded in 1997, we are the longest established recruitment agency in our sector.

Based in Manchester, our in depth knowledge of the medtech sector allows us to help our clients attract the brightest talent and enables our candidates to build exciting and fulfilling careers.

We work with everyone from large, blue-chip multinational companies to SMEs and start up organisations.

Memberships



Corporate
Member

The REC is the voice of the recruitment industry, speaking up for great recruiters.

It drive standards and empowers recruitment businesses to build better futures for their candidates and themselves. They are champions of an industry which is fundamental to the strength of the UK economy.

REC members are recognised for their professionalism and the value they provide to clients and candidates. If a recruitment agency displays the REC logo, it's a sign of quality. It demonstrates that they have passed the REC Compliance Test and adhere to their Code of Professional Practice.

Advance Recruitment's values are aligned to that of the REC and you are guaranteed a high standard of ethical conduct and professional behaviour.

Next Steps

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If you are looking to expand your team, please do not hesitate to give us a call to see how we can save you time on your hiring process.

Call: 0161 969 9700

Email: info@advancerecruitment.net

TESTIMONIALS



Sourcing and selecting talent is one of, if not the most important aspect of a managers role. To build a highly successful, diverse, collaborative & motivated team you need the right people with the right skill sets and the desire to succeed. To help you do this it is imperative that you partner with a recruitment team that knows you and your business inside out and more importantly can identify and source the right people for you.

I have been in medical sales for 29 years and worked with many recruitment teams along the way. Lately I have been working with Advance Recruitment and Karen McCurdy who have been first class. You are not fed CV's en masse but given a select few that they know will suit you, your business and compliment your team dynamics. Advance Recruitment and Karen are a very valuable extension of my team!

Nick Roberts, Sales Director UK and Ireland, Atos Medical UK

I started dealing with Advance probably 10 years ago, and they have helped me enormously throughout my journey. Always enjoyed speaking with Dave, Liv and Karen. Had excellent support and advice throughout, and always felt Advance were looking out for my interests, not just to get a sale.

I quickly found myself calling Advance first because of the service. As I've got to know key people at Advance, and as they've got to know me, it's created an excellent working relationship. I feel Advance know the type of candidate I hire, and also the type of role that would be a great fit for me.

In my 13-year career in medical, Advance has helped me move to 3 different positions, all of which were great fits. As a manager I have lost count of how many great candidates Liv, Dave and Karen have helped me hire. They know the type of person that would succeed in my teams and really do solve the problem I have.

I am 100% willing to recommend to colleagues and they are the first people I recommend to anyone who mentions medical recruitment.

Andy Massey, Sales & Marketing Manager, Bracco



TESTIMONIALS



Everyone at Advance is extremely approachable, experienced in the industry and has good knowledge of the business. I have continued to use Advance because they understand our business and the type of candidates that would fit into our company culture.

One of the most significant benefits of using Advance is good communication, knowledge of the market and successful placing of candidates.

Working with Advance is an easy, open and honest relationship. You feel like you are talking to someone who understands what you are looking for.

I would highly recommend Advance recruitment and especially Liv! Liv is great to work with and we have placed many successful candidates within our business due to her hard work and determination.

Suzanne Oldham, Managing Director - Bracco

I had worked with Advance Recruitment in a previous role and found that the standard of candidates they referred matched the agreed candidate profile. We were having issues with recruitment that mostly consisted of poor quality and quantity of referred candidates. This was causing extended delays with our recruitment process and requiring additional investment of our resources to resolve. After I reached out to Dave, we immediately seen an increase in candidate referrals that matched our required profile. This eased our recruitment issues very quickly and made our recruitment process very simple and efficient.

Jim Pallas, UK&I Commercial Director - Amcare

