**Job Description**

|  |  |
| --- | --- |
| **Position title:** | *Let’s throw out any conditioning that a job title needs to be professional and something that everyone uses. Also, make the title extremely specific!*  *For example don’t use “Executive Assistant or Marketing Manager”*  *Remember that when hiring VAs, we are being beyond specific… we’re hiring for specialists.*  *Examples include - Web Developer, Video Editor, Calendar Keeper, Social Media Scheduler, Blog Poster* |
| **Reporting**  **relationships:** | *Who does the person report to on a day to day basis? is CEO, another VA (their role) or someone else?*  *Example: This position reports directly to Sam Kabert of Clone Yourself. This person also works with other remote freelancers on design and publishing.* |
| **Status &**  **Hours:** | *Add anything in here that relates to the hours you require the VA to work. Include things like if they are needed in your time zone or if they can choose their own hours.*  *Example:*  *Flexible with hours fluctuating from 3 to 10 hours per week as required and as available.* |
| **Location:** | *This will almost always be the same for your VAs.*  *Example:*  *Remote: work from home/online* |

*For the Job Description, here’s my secret… just like the acronym marketers use (KISS - keep it simple silly), we’re going to dumb this down a bit and just write bullet points. Forget any job description you’ve seen in the past. Just jot down things your VA will need to do.*

*For example, let’s pretend you’re going to hire someone to be your “blog poster”. I would write up the job description with bullets like*

* *I will write blogs in a google doc*
* *You will be asked to copy and paste the blog into the back-end of my wordpress website as well as upload to my Medium profile and copy and paste the blog as a LinkedIn article under my account.*
* *A good fit for this position would be someone that has experience in navigating through the back-end of wordpress.*
* *Sometimes I might only have one blog for you to upload and other times I may have batched these and provide you with 5 or more blogs. You will be asked to schedule these blogs based on the dates I provide.*
* *Logins to my accounts will be provided as well so you can post on my behalf.*

## Job Description

To be successful, you will need to:

* do this
* and that
* and this
* and some more of this

*Example:*

*Let’s pretend you’re going to hire someone to be your “blog poster”. I would write up the job description with bullets like*

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## Key Performance Indicator

*Now for KPI’s…*

*KPI stands for key performance indicator. These are basically just telling your new hire how they will be evaluated on their work. You’ve likely had KPI’s in your performance reviews with previous employers or with your previous employees.*

*Again, let’s keep this super simple..*

*Let’s use the same example of going back to the “blog poster” position you’re hiring for…*

*Example KPI’s:*

*You will be evaluated on:*

* *completing the job by the deadline I provide for each task.*
* *following directions. Making sure that you schedule the blog for the correct dates and all the platforms provided (i.e. wordpress, medium, linkedin articles).*

*Super simple… just 2 KPI’s and they are straight forward. Could we get in more depth and provide more? SURE, but would be the point?!*