

Writing Job Descriptions

With the vast amount of job opportunities available to physicians, it is important that your written job description includes as much detail as possible about the geographic area, your organization/practice, and the available position. Since cincinnatiMDjobs.com is a free service offered to employers in the Greater Cincinnati area, you are able to write as much as you like in your job description without incurring any additional cost. Therefore, you should feel free to write in detail about your organization and the specific job opportunity.

It is important that your job description reflects both the current and long-term goals of the practice. As a guide, we have put together some tips for writing your job description:

Be specific about your LOCATION

Location is a very important aspect of a candidate's job search. Some candidates will find it desirable to live near or in an urban area. Therefore, if you do not operate directly in Cincinnati, you would want to state how close you are from the city, the airport, and other landmark locations in Greater Cincinnati. For example, you can use the phrase "Only 30 minutes from downtown Cincinnati" or "Less than one hour from the airport!" You should be very specific about the benefits of living in your area. For example, you can list:

- The number of parks
- Information about the school district(s)
- Entertainment and other cultural activities
- Sporting venues nearby
- Local churches
- Real estate information
- Job opportunities for the candidate's spouse

This information can be found at cincinnatiMDjobs.com by going to "Physician Jobs in Greater Cincinnati" then clicking on "Tools for Employers"***

Lifestyle information can be found at cincinnatiMDjobs.com and clicking on "Living in Greater Cincinnati"***

**Under this section you will find community descriptions by location; Southwestern Ohio, Northern Kentucky, or Southeastern Indiana. Click on the area that pertains to your organization and then search for your specific community. This will give you a brief city description as well as information regarding; average home price, approximate area, population, government type, approximate drive to downtown Cincinnati and the airport, and school district(s).

Do not forget to include information about the health care community in your area; number of hospitals, HealthBridge*, teaching hospitals, research institutes, etc.

If you live in a rural area, which can be more difficult to recruit for, it is extremely important to communicate the advantages of living in that community.

* Please refer to your handout about HealthBridge, or go to cincinnatiMDjobs.com and click on "Technology", under "Healthcare in Greater Cincinnati"

Be specific about COMPENSATION & BENEFITS

Rather than using a general statement, like “competitive salary”, it can be beneficial to use an actual amount or a ballpark figure. You should list any extra aspect that would help sell your opportunity to a prospective candidate. For example:

- Health benefits
- Loan repayment/Tuition reimbursement
- Malpractice insurance coverage
- Relocation assistance
- Guaranteed salary
- Signing bonus
- Reimbursed CME
- A partnership opportunity
- Paid vacation days

Be specific about the POSITION

A potential candidate will want to know about the duties that he/she will have at your practice. When writing about the position, you will want to include specifics about:

- The specialty you are hiring for
- Requirements
 - Software knowledge (EMRs, Excel, etc.), qualifications, professional membership, work history, special skills (languages)
- Whether it is a long-term position or Locum Tenens
- Hours per week the physician is expected to work
- The role the physician will play in your practice/Who the physician will report to
- Responsibilities on a daily/weekly/monthly basis: If applicable include administrative duties
- Average number of patients to be seen
- Call schedule
- If there is a career path that the candidate will most likely follow
- Start date

Be specific about the PRACTICE

This is where you should provide a detailed description of your practice environment. Information that a prospective candidate would be interested in includes:

- History of practice – when established
- Patient base and referral network
- Hospital affiliation(s)
- The number of physicians in the practice – Whom he/she can expect to work with
- How the physician will fit in to the practice environment
- The office structure/layout
 - How many exam rooms, square footage
 - Laboratory or other special equipment facilities
- The culture of the organization
- Research opportunities
- Teaching opportunities
- CME expectations
- The presence of an Electronic Medical Record system

Additional Tips:

- Make your description stand out! Being creative with your presentation will entice a prospective candidate to look further into your opportunity.
- Try to illustrate your organization's culture through the job description. This will attract candidates that have a similar work style. Also, stress what makes your organization unique.
- Consider what motivates physicians, and present your message in terms of benefits to excite the candidate.
- Use bullet points. This will help to break up a long paragraph into specific sections that the candidate can easily identify.
- Make sure to state that your organization is an **Equal Opportunity Employer** (you do not discriminate on the basis of race, color, religion, sex, age, national origin, handicap or veteran status in the provision of services or employment – this may also include gender identity or expression, and sexual orientation). This means that you do not require this type of information to be given on a job application, or base your selection on the above listed attributes. Other information that should not be asked on a job application includes; marital status or health status.
- Include contact information. This will give a potential candidate the opportunity to find out more information about the position if needed. You should also list the practice's website if applicable.

Example of a Revised Job Description

Before:

Join a single-specialty cardiology group in the heart of Cincinnati, Ohio. We are expanding our practice and are looking for two additional physicians to join our group. The salary is competitive and we also offer a great benefits package. There is a partnership opportunity after 3 years.

After:

Nestled among the hills of the Ohio River Valley, the City of Cincinnati is known for its great beauty with steep hills, wooded suburbs, a picturesque downtown riverfront, and four definite seasons. Awarded by FORTUNE magazine as one of the top ten places to live and work, you'll find friendly neighbors, great job opportunities, excellent schools, diverse religions, shopping, safety and lots of things to do. In addition, there is only a short 20-minute drive to the Cincinnati/Northern Kentucky International Airport. Greater Cincinnati has a population of almost 2 million people, and a number of Fortune 500 companies in the area.

Due to the growth in our community, our single-specialty cardiology group practice is looking to expand from 15 to 17 physicians. The salary is very competitive, ranging from 300,000 – 400,000 depending on experience. In addition, you will receive a competitive benefits package that includes; full health, dental, and vision coverage, loan repayment, partial malpractice insurance coverage, 25 days paid vacation (including 5 holidays), and a partnership option after three years. We will also cover all relocation expenses as well as interview expenses for you and your family.

Our practice is one of the leading cardiology groups in the area, with a large patient base and referral network. There are opportunities for research, as well as teaching at the University of Cincinnati College of Medicine. Our group also utilizes a state-of-the-art electronic medical record system, and will provide training on the system during your first week. The position will begin January 1, 2006.