



THE ANATOMY OF A COMPELLING JOB POST

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- Designer Example

{Job Title}
Created: {Date}

Job Post Intro

{Intro paragraph to catch the attention of applicants. Either use the Catch Question approach, the Story approach, or a hybrid of both...Ex: Are you...? Do you?}

Intro for Company

{Strong overview of the company. Include your core values, include charity work the company is a part of, include website link, and employee comments}

Summary of Responsibilities

{Brief overview of the main responsibilities of this role. 3-5 sentences.}

Essential Functions

- {List out main tasks for this role}
- {5-10 bullet points}

Education, Experience, and Skills Required

- {List all educational, experience, and skills required for this role}

Compensation

- {List compensation for this role including salary range, bonus or commissions, and benefits package}

Personal characteristics needed to be successful in this role

- {List behaviors, and personality characteristics required for this role}
- {This section is optional. Omit if characteristics were listed under Education, Experience, and Skills Required}

How to Apply

- {List any specific steps applicants need to complete such as where to apply, submitting a cover letter, or an updated resume etc.}

{Company Name} provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, {Company Name} complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.

Project Manager

Job Post Intro – Hybrid Catch Questions and Story Approach

Are you an experienced Project Manager looking to work for a great company? Envision a role where your outstanding time-management skills and knack for connecting people come into play, bringing homeowners' dreams to life. Picture a Project Manager role where you get to do exactly that – *manage* the project and not break your back doing the labor. If you're looking to work on high-end residential remodeling projects in [EXAMPLE CITY] while working with a passionate and growing team who not only supports your growth, but advocates for it, then look no further.

Read on to learn more about this position!

About Us

We are [EXAMPLE COMPANY], a team of 20 serving [EXAMPLE CITY] and surrounding communities through residential home remodeling. For more than 20 years, our consistent craftsmanship, creative solutions, and reliable service have earned us the highest client satisfaction ratings in [EXAMPLE CITY] and the Main Line suburbs. Our team is NARI Certified, BPI-Certified, has received numerous awards, and has been featured in various news articles and magazines. We offer the highest level of service to our clients because we have an amazing team where each member uses their unique strengths to work together. When you come to [EXAMPLE COMPANY], first-class construction is assumed; but it's our people that distinguish us from the rest. Read on to discover how you can become an integral part of [EXAMPLE COMPANY], recently voted Best Places to Work by the [EXAMPLE CITY] Business Journal, and help us shape a brighter future together.

Learn more about us on our website: [EXAMPLE WEBSITE]

Summary of Responsibilities

The Project Manager's role is to oversee and control residential construction projects from start to finish. With your strong background in construction management and exceptional leadership skills, you will be responsible for ensuring projects are executed on time, within budget, and in accordance with quality standards and safety regulations. At [EXAMPLE COMPANY], our Project Managers work *on* the project, not *in* the project. While minor field work may be required, you will collaborate with trades and limited staff to perform all hands-on work through reliable planning, scheduling, and coordinating all the project's resources. Ultimately, you "make the dream come true" by delivering an amazing experience for our clients.

Essential Functions

- Manage 1-3 projects in construction and support 1-2 projects in design at any given point in time

- Provide exceptional customer service by being the primary contact for clients during construction, facilitating weekly walkthroughs to review projects, and sending weekly email updates
- Prepare for and participate in a small number of project meetings during the design and development phase, providing insight from production's perspective early in the process
- Review scopes of work, trade pricing, and project budgets
- Create POs in Buildertrend
- Regularly update schedules in Buildertrend and communicate changes to all involved
- Monitor and control project budgets, including trade contractors' POs and billing, in-house labor, building materials and custom orders, management, and change orders
- Manage trade partners who perform the majority of our work on site, building relationships and creating a positive work environment for all players
- Control the scope of work and clearly communicate any changes, writing change orders in Buildertrend
- Close out construction phase of a project by completing a final punchlist, facilitating final walkthrough with the client, and hosting a project "tear down" meeting to document areas for improvement
- Participate in weekly Production meetings and weekly one-on-one meetings for departmental and personal growth

Education, Experience, and Skills Required

- 8+ years of Residential Construction/Renovation experience, especially in older homes
- 6+ years of Project Management experience
- Ability to read and communicate construction drawings, including site plans, floor plans, elevations, reflected ceiling plans, and structural
- Tech-savvy with proficiency in MS Word, MS Excel, Buildertrend, and Trello
- Possesses the following qualities: excellent time management/prioritization skills, team-player, problem-solver, builds confidence in others, and displays and encourages accountability
- Strong identity with our core values: [EXAMPLE CORE VALUES]

Compensation

- \$80,000-\$90,000 compensation
- Medical and Dental Insurance (50% paid by employer)
- 401k with 3% company contribution
- Profit Sharing
- Bi-annual reviews with bonus opportunities
- Growth and education opportunities
- 10 vacation days
- 12 paid holidays
- Sick time off
- 3 paid volunteer days
- Free parking

How to Apply

- Submit an updated resume

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SAMPLE

Architectural Designer

Job Post Intro – Catch Questions

Are you an upbeat, creative, and versatile Architectural Designer looking for your next move in the Design/Build space? Do you have a track record of delivering quality customer care as well as being on time and on budget? Are you an out of the box Designer that works well on a collaborative team? Do you want to enjoy going to work every day at a reputable company that takes pride in its employees?

If so, we want to hear from you!

Intro for Company

We are a small design build company in downtown [EXAMPLE CITY], specializing in large-scale residential remodels and additions all over [EXAMPLE CITY] and the surrounding area. So that we can maintain a close relationship with our clients throughout the entire process, we only accept around 15 remodeling projects a year. Our core team has been with us for years, and we hope any new addition to our team has a similar long term career mentality.

At [EXAMPLE COMPANY] we believe the key to being a top company is to have top talent that's happy to be with us. We strive to create a wonderful working environment. The culture we promote is professional, casual, honest, and fun.

We believe a work week should only be 40 hours. We want our people to have a balanced rich life outside of work. We believe this leads to top performance in the workplace. When you work for [EXAMPLE COMPANY], it's a career, not just a job. We want to help you get where you're trying to go in life.

Learn more about our company on our website: [EXAMPLE WEBSITE]

Summary of Responsibilities

The Architectural Designer is responsible for designing all of our projects, focusing on the architectural and systemic elements of each home. We're looking for a collaborative person who can navigate the needs of our clients. Someone who can effectively communicate design intent while maintaining required documentation to ensure the integrity of the design. We need someone who is creative and innovative but also understands budget constraints and can design inside these constraints. Execute and manage client communication and expectations during Architectural Design

Essential Functions

- Client Interaction during Design Phase

- Architectural, System Design, & Permitting
- Engineering, Structural Design
- Collaborate with Sobo Team

Education, Experience, and Skills Required

- College degree - either in Architecture or Interior Design or working towards Arch degree.
- License is preferred but not required
- 5 years' minimum experience
- Computer skills: Google suite, Chief Architect (or other CAD building software, but would need to learn Chief Architect)
- Direct Client Experience
- In-depth knowledge of home building and systems. Single family residential.
- Basic knowledge of structural framing and engineering details in residential applications.
- Own and operate your own vehicle

Compensation & Benefits

- \$90,000-\$115,000 DOE
- Bonuses
- IRA
- Health Insurance (can use Sobo policy and have costs deducted from gross pay. Eligible for \$5,000 stipend after 2 months.
- Paternity/Maternity Leave
- PTO
- 1 tank of gas per month

Personal characteristics needed to be successful in this role

- Excellent customer service skills, interact with clients and vendors.
- Customer oriented. Be a leader. Have authentic people skills.
- Align with [EXAMPLE COMPANY]'s values
- Love architecture and making clients' homes special.
- Enjoy team atmosphere.
- Creative.
- Humble, growth mindset.
- Upbeat, positive energy.
- Sensible, logical, feet on the ground.
- Able to meet deadlines, keep on schedule.
- Self-aware, self-advocator.
- Able to follow company processes.
- Understands the power of critical feedback.

How to Apply

- Apply with a cover letter and resume
- Include your portfolio for review

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SAMPLE

Estimator

Job Post Intro – Story Approach

Embark on a transformative career journey in the dynamic realm of Design/Build construction as we seek a seasoned professional for the crucial role of Estimator. Envision yourself taking on the primary responsibility of delivering accurate and timely budgets, cost estimates, and change orders, shaping the financial backbone of our projects.

Your role as the Estimator extends far beyond numerical computations. You will be the linchpin working closely with the design team, architects, and engineers, ensuring precision and detail in every estimate. Your expertise will play a pivotal role in creating a backlog of jobs, forecasting production needs, and contributing to our strategic planning initiatives.

This is not just a job; it's a strategic journey of translating design concepts into tangible financial constructs. You, as the Estimator, will be the strategic architect of the financial framework that shapes our projects. Your contribution will be instrumental in the meticulous process of transforming designs into fiscal realities, thereby playing a key role in the company's success.

Imagine yourself in a family-oriented environment where your expertise is central to shaping the future of construction innovation. Apply now to become an integral part of our team. Your journey towards a fulfilling and impactful career begins here.

Intro for Company

Founded in 1980, [EXAMPLE COMPANY] specializes in high-quality residential remodeling and construction projects including home additions, custom new builds, and home remodels. As a family company, our mission is to create a legacy of quality through every project we complete. We are passionate about serving the [EXAMPLE CITY] community and have been dedicated to enriching the lives of our neighbors for years. Our team values integrity, innovation, quality, people, and legacy. We are looking for an experienced and detail-oriented Estimator to join our rapidly growing company!

Learn more about us on our website: [EXAMPLE WEBSITE]

Summary of Responsibilities

The Estimator's primary responsibility is to provide accurate and timely budgets, cost estimates, and change orders. As the Estimator, you will work closely with the design team, architects, and engineers to ensure accurate and detailed estimates. The Estimator plays a vital role in creating a backlog of jobs, forecasting production needs, and contributing to strategic planning.

Essential Functions

- Review plans and specifications to determine initial budget and detailed estimates for remodeling, home addition, and new home projects
- Conduct project site inspection with the design team
- Understand and interpret schematics and drawings
- Obtain, review, and analyze subcontractor and vendor quotes to ensure they are accurate and fair
- Assemble subcontractor/vendor bid solicitation packages and follow up with subcontractors during the bid process
- Maintain subcontractor/vendor relations in each trade
- Provide value engineering assessment, research, and recommend options for alternative design solutions
- Price change orders accurately
- Maintain and update the estimating database

- Maintain excellent company image, demonstrate integrity, and maintain positive customer, employee, and public relations

Education, Experience, and Skills Required

- Bachelor's or Associate's Degree in construction or business-related field, preferred
- 2+ years' experience in construction estimating
- Firm understanding of residential construction and sequencing
- Ability to read and understand construction documentation
- Firm understanding of IRC codes
- Excellent communication skills
- Proficient in Excel and adaptable to technology/software changes within the company
- Reliable vehicle, valid driver's license, and good driving record

Compensation

- \$75,000-\$90,000 annual salary based on experience
- Bonus incentives based on project profitability
- Simple IRA with 3% company match
- 2 weeks paid vacation
- Paid holidays
- Annual bonus based on company profitability
- Employee-funded life insurance
- Mileage reimbursement/access to company vehicles

How to Apply

- Submit a resume

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