



10

JOB DESCRIPTION TEMPLATES
TO HELP YOU WITH HIRING

TimeFreedomBusiness.com

One really good way to attract good freelancers is to create clear project descriptions. This saves you both time and money, as you don't need to weed through a pile of unqualified candidates. That's why I've created the following ten common job descriptions across the five key areas that you can tweak and post on project boards, in ads, and elsewhere.

DESIGN TEAM

Web Designer

Wanted: an experienced web designer to create a custom five-page website in a relationship/family niche.

Please note that we are NOT looking for someone who can edit an HTML template. We need a skilled designer who can do custom designing and layout.

Your skills include:

- Conceptualizing a project.
- An artist's eye (and the tech skills to turn a vision into a reality).
- Intermediate coding knowledge for creating simple forms.
- Experience with designing user-friendly sites and doing usability testing.
- A background in marketing so that you understand how to create a site that's both beautiful and effective in terms of lead generation and sales.
- Ability to create custom graphics.

Experience with [some certain code or even software] a plus.

Deadline: [Insert your deadline for this project.]

Budget: [List your budget range for the project.]

Please send your project proposal by [certain date].

Ecover Designer

People really do judge a book by its cover, and that's why we need YOU to create something that will impress our prospects and customers!

Wanted: a talented graphics designer to create a set of five custom ecovers for a golfing product aimed at middle-age men who want to improve their game.

All five covers will be based on the same design, they'll just be different sizes. These sizes include: [list the exact dimensions of the covers you want].

Here are the required skills for this project:

- Ability to brainstorm ideas that are good fits for a particular project.
- Skilled at turning words and ideas into beautiful, professional covers.
- Some marketing knowledge so that you understand how important your cover design is to the overall marketing process.

Prefer designers who use Photoshop and can send the image to us in the following formats: [list your preferred formats, such as both .jpg and .png, and source files too if required].

Deadline: [Insert your deadline.]

Budget: [Insert your budget for this project.]

Special note: we need at least four ecovers each and every month at a minimum, so you're likely to get steady, ongoing work from us if you do a good job with this particular project.

Please send a link to your portfolio along with your project proposal.

CONTENT TEAM

Blog Article

Wanted: an experienced writer to create a 1000-word blog article in the weight loss niche.

Working title: Five Surefire Ways to Drop 10 Pounds Fast.

Intended audience: Women over 40 who've tried a variety of diets, but struggle to lose weight.

Purpose of the article: to direct readers to our lead page, where they'll join our mailing list.

Here are the skills you possess:

- Speak and write English well as a first language.
- Ability to craft engaging content with a conversational tone, light humor, and light storytelling.
- Skilled at creating attention-getting titles.
- Skilled at creating content that drives readers to take a specific action (includes skills with crafting strong calls to action).
- An understanding of our niche, how to create content that resonates with them, and what motivates them.
- Ability to deliver the final article as a .docx document.
- The ability to create related content (such as autoresponder emails) is a plus.

Deadline: [Insert deadline].

Budget: [Insert your budget range for this project].

Contact me with your project proposal and a link to your portfolio with similar items. If you're hired, I'll send a detailed project brief which includes an outline and samples.

Take note that we need someone who can create at least 10 new blog articles per month in this niche, so we prefer to get bids from those who are able and willing to handle future work.

Autoresponder Series

Wanted: an experienced writer to create a five-part autoresponder series in the relationship niche. Each email should be 500 words, for a total of 2500 words for the project.

Audience: Middle-age women who are experiencing problems in their marriage, including communication problems and repeated arguments on the same topics. They're looking for tips and ideas to help save their marriage.

Intended purpose: these five emails will all lead to a paid product that's designed to help couples overcome communication problems and renew their romance.

Description: The five emails will each cover one "secret" for developing a better relationship, including how to get your partner to open up, how to speak each other's love language, and similar topics. If you're hired for this job, you'll get a detailed outline for each email.

Requirements:

- English as a first language.
- Ability to create engaging content that gets people to take action.
- A background in marketing to understand how this content will be used to generate sales.
- An ability to create five emails that are useful yet incomplete, so that they lead readers to the paid offer.
- Experience in creating content for marriage/relationship niches.

Deadline: [List your deadline.]

Budget: [List your budget range.]

Please send your proposal along with a link to your portfolio, especially those pieces in the same niche.

Product creation (e.g., tripwire report)

Wanted: Experience, engaging writer to create 10,000-word report that we'll sell as a frontend (tripwire) product.

Intended audience: online marketers who want to improve their Facebook advertising results.

Working title: How to Set Up an Effective Facebook Advertising Campaign.

Description: This topic will include sections on keyword selection, crafting good ad copy, creating eye-catching graphics for an ad, and testing/tracking campaigns to improve conversions.

Purpose: People will purchase this report for \$10, and it will provide useful information and a compelling advertisement at the end to help persuade them to purchase our flagship Facebook advertising course.

Project requirements:

- You must be a skilled writer who can create engaging content and a well-organized, well-researched report.
- Knowledge about Facebook advertising is required.
- A marketing background preferred so that you understand how to create useful, persuasive content that impresses readers.
- The ability to capture and edit screenshots is a plus.

Deadline: [Insert your deadline.]

Budget: [Insert your budget range.]

Special note: We create approximately four of these sorts of reports every month, so we're looking for a strong writer who can provide high-quality content on an ongoing basis. If you do a good job with this project, you'll be considered for future work. Please send your project proposal and a link to your portfolio.

TECH TEAM

Web Developer

In search for web developer to build and maintain a WordPress-based website for an information marketer in a weight loss niche. You'll create a custom theme with a blog and five WP pages.

You'll possess the following skills:

- Experience in developing WordPress sites, including how to customize Genesis themes, create forms, install and edit themes, and install plugins.
- Knowledge and experience with maintaining and securing websites, including database management.
- The ability to create and edit five simple images.
- The ability to maintain the website over the long term, including updating software and scripts.

Deadline for creating the website: [Insert deadline.]

Budget for this project: [Insert range.]

Your next step: Contact me with your project proposal and portfolio.

MARKETING TEAM

Affiliate Manager

Seeking motivated individual to start and manage an affiliate program in the “online marketing” niche. Your duties will include:

- Setting up products on the [Insert your shopping cart here] platform.
- Creating marketing materials for affiliates (or managing another freelancer, where appropriate). Materials include rebrandable report, five emails, five articles, five social media blurbs and five graphical ads (e.g., banners).
- Finding and recruiting new affiliates to join the team.
- Developing and nurturing relationships with super affiliates.
- Employing retention strategies.
- Fielding all affiliate inquiries.
- Motivating affiliates with weekly emails and blog posts.

You'll need experience with:

- The [Insert your shopping cart here] platform.
- People management and motivation.

Bonus if you already have contacts in online marketing that you can recruit to the team.

Compensation: [Describe compensation, such as a flat monthly fee + percentage of affiliate profits.]

Contact me with your resume and explanation as to why you'd be a great affiliate manager.

Social Media Management

We're in search of an individual to manage our social media marketing strategy. We've already developed the strategy – we just need you to implement it.

Who we are: [Describe your company for context.]

Your duties will include:

- Creating content for our three main platforms: Facebook, Twitter and Instagram.
- Designing and running contests to attract new followers.
- Interacting with followers to develop relationships.
- Creating short videos to post (once per month), such as a “behind the scenes” videos or interviews.
- Tracking, analyzing and optimizing our social media strategy.
- Turn followers into subscribers.

Experience with social media marketing on all of the above platforms required. You also need to be an experienced and engaging writer.

Compensation: [Describe your budget range per month for this job.]

Contact me today with your resume and let me know how you can help us grow our social media presence and generate leads.

Copywriter (for a sales letter)

Wanted: A highly skilled copywriter to create a sales letter for a monthly \$15 membership site for men who want to burn fat through good nutrition and weight lifting. Estimated 2000 to 3000 words long. Also want a set of five headlines to test.

Requirements:

- You must have demonstrated skills and experience with creating high-converting copy.
- Experience creating copy for the weight loss market (especially men) required.
- Ability to do optimization testing preferred.

Contact me with your bid and a link to your portfolio. If hired, you'll receive a detailed project brief with complete audience demographics, membership site benefits, payment terms, guarantee, testimonials and more.

SUPPORT TEAM

Customer Service Rep

Wanted: A part-time customer service representative to handle customer inquiries via a help desk and live chat Monday through Friday from 9:00am to 5:00pm EST.

Who we are: [Provide description of your company, what you sell, and what type of customers you have to give prospective reps some context.]

Requirements:

- Must comprehend, speak and write English. English as a second-language is okay, as long as your comprehension and speaking skills are excellent.
- Ability to occasionally handle difficult or upset customers calmly.
- Ability to promptly, cheerfully, and professionally field customer service inquiries.
- Ability to work independently, and confidently make decisions about how best to help a customer. (You will receive training first.)
- Ability to work on pressure during product launches or other high-volume times.

Compensation: [Enter your compensation range.]

Please send your resume along with an explanation of why you'd be a good fit for this job. If you make the hiring shortlist, you'll have to complete a Skype interview, as well as an English-proficiency test.