

Turn Your Job Descriptions into Performance Profiles

When it comes to your community, you want the best; and that starts with hiring the best talent. To identify the most qualified, motivated, and results-oriented candidate, you first need to start by establishing the criteria that defines the ideal hire. You must articulate the qualities, experiences, and qualifications that are needed to produce the best outcomes. To paint such a picture, you need more than a job description. You need a performance profile.

Job descriptions attract individuals who want to accomplish tasks. Performance profiles attract individuals who are motivated to accomplish goals. Where job descriptions attract transient job seekers who are likely to move on if they don't enjoy the position, performance profiles attract committed individuals who are likely to become tenured staff. The difference, is that performance profiles set proper expectations for performance outcomes, which helps human resource managers to identify and hire the most qualified candidates.

What follows is a comparison of the key differences between a job description and a performance profile:

Job Description	Performance Profile
Focuses on the job need.	Focuses on the community need.
Focuses on daily tasks.	Focuses on achievable results.
Defines an ideal candidate in skill-based terms.	Defines an ideal candidate in outcomes-based on terms.
Enables the identification of a competent candidate.	Enables the identification of a qualified candidate.
Defines general, desired capabilities.	Defines required, proven proficiencies.
Focuses on quantity of assignments.	Focuses on quality of performance.

If you're ready to convert your current job descriptions into performance profiles, follow these guidelines:

- Define clear goals and objectives in terms of outcomes.
- Define expectations in quantitative and qualitative measures.
- Focus on the daily, monthly, quarterly, and/or annual results that need to be achieved in the role.
- Use your top performers to help draft performance profiles specific to job groups or functions to draw on their knowledge and best practices.

For more information and best practices for creating motivating, results-based performance profiles to replace your current task-centric job descriptions, contact the employee engagement experts at CivicPlus today.

About the Author

CivicPlus is the integrated technology platform for local government, working with over 2,500 local governments. CivicPlus has been selected by Inc. Magazine as "One of the Fastest-Growing Privately Held Companies in the U.S." since 2011. For more information, visit CivicPlus.com.



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