Traditional job descriptions and specifications list the "typical" requirements for the role, including relevant work experience and the proper education.

However, they can be problematic. Not all great candidates have a relevant work history, and many lack the "expected" educational background, even when the relevant skills can be obtained through alternative paths. This means traditional job descriptions alone could be narrowing your talent pool.

A skills-based job description prioritizes and focuses on skills rather than asking for degrees and years of experience to help you access a broader audience and attract top talent. This is the aim of a skills-based job description.

This is a skills-based job posting example for a data analyst. It puts skills and capabilities front and center and does not include any unnecessary obstacles that could discourage excellent candidates from applying. Moreover, it is presented in an inclusive and welcoming way to all potential candidates. You can use this as a template: Copy and paste the contents into a MS Word or Google Word file or edit it directly in Adobe Acrobat.

SKILLS-BASED JOB POSTING: DATA ANALYST

Job title: Data Analyst

Company Overview *(Describe what makes your company unique and what it would be like to work for your company)*

Data Analyst job description *(Please describe why the role is being filled and how it fits into the organization and the team.)*

We are looking for a detail-oriented and analytical Data Analyst to join our team. In this role, you will be crucial in enhancing our operations by extracting insights from data across various company departments. Your analysis will contribute significantly to our strategic decision-making processes, helping us to achieve our business goals more effectively.

Data Analyst job responsibilities

A brief overview of the key deliverables and day-to-day responsibilities of this role:

- Collaboratively work with the data analysis team to achieve collective objectives.
- Develop and implement strategies for efficient data collection.
- Ensure the integrity and cleanliness of data through thorough preprocessing.
- Analyze large datasets to identify patterns, trends, and insights.
- Effectively communicate your findings to stakeholders across the organization using clear and impactful visual and verbal presentations.

Required skills

- Technical proficiency in database management and SQL.
- Experience in cleaning, preprocessing, and transforming data.
- Competency in analyzing large datasets using programming languages like Python or R.
- Skilled in data visualization tools (Tableau, Power BI, Jupyter Notebook, Excel).
- Solid foundation in mathematics and statistics (probability, linear algebra, calculus, hypothesis testing, regression analysis, descriptive statistics).
- Analytical and problem-solving skills.
- Understanding of business principles and strategic awareness.
- Excellent communication skills, with an ability to present complex data in an understandable way.
- Team player with strong collaboration skills.
- Attention to detail and the ability to multitask and prioritize effectively.
- Creative thinking approach to problem-solving.

Preferred certifications *(Only add this if required - Select one or more and provide further detail. Delete the rest)*

- IBM Applied Data Science with Python – Level 2
- IBM Big Data Foundations - Level 2
- Professional Data Engineer
- Information Technology Specialist - Data Analytics
- Microsoft Azure Data Fundamentals
- [Other relevant certifications]