

Competency-Based Job Description Template

(Downloadable Text Version – Copy and Customize)

Job Title: [Insert Role, e.g., "Customer Experience Specialist"]

Department: [Insert Department]

Reports To: [Insert Supervisor/Manager Title]

Job Purpose/Summary

Briefly describe the role's overarching goal and how it contributes to the business.

Example:

"The Customer Experience Specialist ensures exceptional service across all customer interactions, driving loyalty and retention through empathy, problem-solving, and proactive communication."

Core Competencies

List 5–7 skills, behaviors, or knowledge areas critical to success in this role. Focus on **how** the work should be done, not just tasks.

Examples:

1. **Adaptability:** Adjusts quickly to shifting priorities and business needs.
 2. **Collaboration:** Works effectively with cross-functional teams to achieve shared goals.
 3. **Customer-Centric Mindset:** Anticipates customer needs and resolves issues with empathy.
 4. **Digital Literacy:** Comfortable using CRM tools (e.g., HubSpot, Zendesk) and basic analytics.
 5. **Initiative:** Proactively identifies opportunities to improve processes or outcomes.
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Key Outcomes & Success Metrics

Define measurable results the role should achieve. Avoid vague task lists.

Examples:

- Maintain a customer satisfaction (CSAT) score of 90% or higher.
 - Reduce average response time to customer inquiries by 15% within 6 months.
 - Contribute to a 10% increase in repeat purchases through personalized follow-ups.
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Growth & Development Opportunities

Highlight skills or experiences the employee can gain in this role to support career progression.

Examples:

- "Opportunity to develop leadership skills by mentoring new team members."
 - "Exposure to data analysis and reporting tools to enhance decision-making capabilities."
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Flexibility Statement

Include a disclaimer to accommodate evolving responsibilities.

Example:

"This role may require taking on additional responsibilities or shifting priorities to align with business needs. We value adaptability and a growth mindset in all team members."

Requirements

Keep this section minimal and competency-focused (avoid rigid experience demands).

Examples:

- Proficiency in [relevant tools, e.g., Microsoft Office, Shopify].
 - Demonstrated ability to [critical competency, e.g., "manage multiple projects independently"].
 - Preferred (but not required): Familiarity with [specific skill, e.g., "social media advertising"].
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How to Apply

[Customize with your company's application process.]

Notes for Customization

1. Replace bracketed text ([]) with your company's details.
 2. Use dynamic language (e.g., "ability to learn X" instead of "3 years of experience in X").
 3. Align competencies with your company's core values (e.g., innovation, integrity).
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Download Instructions:

1. Copy this template into a Word/Google Doc.
2. Save as: "*Competency-Based Job Description – [Role Title].docx*"

Example: Marketing Coordinator

(Filled-in Template for Reference)

Job Title: Marketing Coordinator

Purpose: "Supports brand growth through data-driven campaigns, content creation, and cross-team collaboration."

Core Competencies:

1. Creativity (Generates engaging content ideas).
2. Analytical Thinking (Interprets campaign metrics to optimize ROI).
3. Collaboration (Works with sales and design teams to align messaging).

Key Outcomes:

- Increase website traffic by 25% in 6 months.
- Achieve a 15% conversion rate on email campaigns.

Flexibility Statement: "Role may involve supporting event planning or SEO projects as needed."
