



**BRIEF BETTER,
HIRE FASTER.**

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Introduction

Every great hire starts with a great brief. Yet most hiring delays can be traced back to one simple problem: a vague or outdated job description. This guide helps **internal teams, hiring managers, and delivery leads** write job briefs that actually work.

Clearer briefs lead to **stronger candidates, less back-and-forth, and more confident hiring decisions**. Let's break down what to include, what to avoid, and how to speed things up.



Why Briefing Matters More Than Ever

The job market is fast and competitive. Candidates have options. Recruiters are busy.

Poorly written briefs create:

- Misaligned CVs
- Wasted interview slots
- Delayed offers
- Frustrated hiring teams

A well-written brief sets direction from day one and reduces wasted time at every stage.



The Difference Between a Job Description and a Brief

Job Description:

- Often HR-led or inherited
- Lists responsibilities, requirements, and reporting lines
- Written for compliance or internal approval

Job Brief:

- Written for speed and clarity
- Focuses on outcomes, priorities, and success criteria
- Used by recruiters to find the right person fast

You need both, but they serve different purposes.



What a Good Job Brief Includes

1. **Project or team context**

- Why are you hiring now?
- Is this a new role or a backfill?

2. **Top three outcomes for the role**

- What must this person achieve in the first 6 months?

3. **Key skills and tools**

- What do they need to walk in with on day one?

4. **Stakeholder relationships**

- Who will they work closely with?

5. **The “must-haves” vs “nice-to-haves”**

- Be clear about what is essential

6. **Logistics**

- Salary or day rate, location, hybrid or remote, start date



What to Leave Out (or Save for Later)

1. **Overlong company history**

- Keep it short. Candidates will Google you anyway.

2. **Copy-paste buzzwords**

- “Team player” and “go-getter” are too vague to be useful

3. **Laundry lists of every tool or certification**

- Focus on what they will actually use in the role

4. **Generic phrases like “fast-paced environment”**

- Instead, explain the pace and culture clearly



Getting Internal Alignment First

Before briefing a recruiter or writing the job spec, make sure the team is aligned:

- Do all decision-makers agree on what the role is for?
- Are expectations realistic based on salary and scope?
- Has anyone already been approached or considered?

Tip: A 15-minute internal sync call saves hours of confusion later.



Briefing Your Recruiter Effectively

A good recruiter will ask the right questions, but you should also be prepared to:

- Talk about what success looks like
- Share team structure and current challenges
- Highlight any past hiring issues for this role or team
- Be clear on timelines and who is making the final decision

Bonus: Share examples of strong past hires or model candidates.





How a Strong Brief Speeds Up Hiring

With a great brief, your recruiter can:

- Get to market faster
- Pre-screen better candidates
- Reduce time spent on unsuitable CVs
- Move to interviews with more confidence

It also improves candidate experience, as the role is better explained and expectations are clearer from the start.



The Compounding Value of a Good Brief

When your team is **aligned** and your brief is **sharp**, the benefits **multiply quickly**. Recruiters move faster. Interviews are more productive. Offers are clearer and easier to accept.

You waste less time on the wrong profiles, and more of the right candidates say yes. It is not just about hiring one role better – it is about **building momentum** that improves every future hire.



Final Thoughts

Hiring does not slow down because of the market. It slows down because teams are **not clear on what they want**. A **strong job brief** solves that. It **creates alignment, reduces rework**, and gives your recruiter the tools to **deliver faster**.

If you are hiring and not seeing the right candidates, **start with the brief**. It might be the only fix you need.



GET IN TOUCH

Let's talk talent! Book a chat with me:

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