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START THE SEARCH



ATTRACT THE RIGHT CANDIDATES

Your job description is your first chance to make an impact.

Get it right, and you'll attract the talent you need.

Get it wrong, and you'll waste time, money, and effort on the wrong candidates.

A strong job description does more than just list duties. It draws the right people in and filters the wrong ones out.

This is your moment to stand out. Show candidates why you're different. Why they should choose you.

Make every word count.

In this section you'll get:

- ✓ **Job Description Checklist Part 1:**
The Basics
- ✓ **Job Description Checklist Part 2:**
New Standards
- ✓ **Job Description Best Practices**
- ✓ **Sample Job Description Template**



JOB DESCRIPTION CHECKLIST

PART 1: The Basics

Qualifications & Experience

How many years of experience does the position require? _____

Does this position have special education requirements? _____

Full-Time / Part-Time

Is this a salaried or hourly position? _____

If you are looking for part-time, is there potential to be full-time in the future? _____

Compensation

What is the salary or hourly rate? _____

Should you include a salary in your job posting?

Listing an hourly rate or annual salary can speed up candidate screening, but it may deter highly qualified applicants. On the other hand, leaving it out could attract a larger pool of candidates and give you more flexibility to negotiate with top talent.



PROMOTE YOUR PERKS

Not all practices are equal when it comes to employee offerings. Now is the time to toot your own horn about the perks that set you apart.

- Do you offer production bonuses? Flex time? Job sharing? Training?
- Do you use the latest in dental technology?
- Do you have fun team-building activities to keep the team connected and spirits high?
- Do you participate in dental mission work or support team members who do?
- Do you sponsor or reimburse team members for continuing education?
- Do you offer paid vacation or maternity leave?



JOB DESCRIPTION CHECKLIST PART 2: New Standards

In today's hiring landscape, qualifications, experience, schedules, and compensation are no longer the only factors candidates consider. A new standard has emerged.

Job seekers now prioritize **safety, operations, culture, and values** when evaluating a practice group. This means transparency is no longer optional—it's essential.

You must effectively communicate your office culture to attract top talent.

Here's what to include:

Safety Measures

Which equipment and physical changes have you made in your office to protect patients and team members?

What schedule changes have you made to reduce risk? _____

What PPE do you provide? Does the practice provide it to only employees, or are temps included?

Team Member Communication

Do you stay in communication with your team by doing virtual huddles, having weekly check-ins, or coordinating monthly or quarterly production meetings during office closures? _____

Do you empower your team to provide input to help improve new processes and day-to-day operations?

Differentiators

What makes you different from other local practices? Explain why your office is a great place to work. Think a little more broadly than just a daily routine. _____

What can they expect to accomplish professionally and personally in your practice?

Culture & Core Values

What else makes your practice special and different? _____



JOB DESCRIPTION BEST PRACTICES

- ✓ **Keep your job ad simple and skimmable.** Break up sections into short, easy-to-read sentences.
- ✓ **Include relevant keywords** for the role and your culture.
- ✓ **Go beyond the day-to-day job description.** Share how they will grow in your practice.
- ✓ **Highlight your perks and differentiators!** This includes your office culture. See DentalPost's Culture Assessment for messaging ideas.
- ✓ **Know the law.** Comply with local and federal labor laws. Avoid references to gender, marital or parental status, unemployment status, race, ethnicity, age, non-job-related disability, national origin, or religion.
- ✗ **Avoid being overly simple or too wordy.** Add the important details, but save something for the interview.
- ✗ **Don't be a copycat.** Be authentic. It's ok to look to other job ads for inspiration, but candidates can tell when it's canned.
- ✗ **Don't just brag about your workplace, support it with facts.** Include a snippet of a testimonial, a recent award or accolade from the industry or community.
- ✗ **Don't bury the perks.** Lead with the differentiators and "good stuff" first and leave the standard details at the bottom.



SAMPLE JOB DESCRIPTION

Are You Ready to Join a Practice That Truly Values You?

Imagine working in a dental practice where integrity and stability are at the core of everything we do. A place led by a dentist with an outstanding reputation—not just in the community, but among dental professionals, too. Stop searching. You've found it.

Here's What Sets Us Apart:

We prioritize safety—for both our team and our patients. Our practice goes beyond the basics, providing:

- PPE, including high-volume evacuation devices for intraoral use, gowns, shields, and gloves.
- A comprehensive selection of hand instruments to support precision and efficiency.

But safety is just the beginning.

Our greatest asset? Our team. Many of our team members have been with us for years—proof of the supportive, respectful, and professional environment we've built. We're committed to your growth, offering opportunities for continuing education and personal development. And yes, we believe in working hard and having fun while doing it.

What We're Looking For:

We are seeking an exceptional Registered Dental Hygienist (RDH) who:

- Balances knowledge and compassion to deliver outstanding patient care.
- Communicates effectively and uses emotional intelligence to navigate challenges.
- Maintains a positive attitude—even when times get tough.
- Is dedicated to helping the practice grow and succeed.
- Upholds high standards of care, with a solid understanding of dental hygiene procedures, patient screening, and general dentistry.

The Details:

- Full-time position
- 3+ years of experience required
- Competitive salary, benefits, and paid vacation

If you're passionate about dentistry and ready to find your forever dental home, this is your opportunity. Take the next step. [Apply now](#).

*This is just one example of a great job description. What can you honestly say about your practice that makes you stand out in the sea of job posting sameness? It will be noticed and appreciated, and it says a lot about who you are that you took the time to do so. **Better job postings mean better candidates, faster!***