



The Job Brief That Makes A-Players Apply

Even the ones who weren't looking.

A job post describes a vacancy. A job brief sells an opportunity to someone who already has a job.

For founders & hiring managers who want the candidate a posting will never reach.

spinhire.us

— THE PREMISE

The best person for your open role is not on a job board.



They're employed, doing solid work, mildly underappreciated, and not thinking about you at all. Reaching them isn't a posting problem. It's a positioning problem.

A job post answers "what is the job." A job brief answers the only question a great candidate is actually asking: *why would I leave a job I'm fine at for this one?* Get that wrong and you filter out the exact people you wanted — they read three lines, feel nothing, and close the tab. Here's how to write the other thing.

— POST VS. BRIEF

The one-line difference

A JOB POST

Lists duties and requirements.

It's a description.

A JOB BRIEF

Sells outcomes and stakes.

It's a pitch.

Same role, two completely different documents — and only one of them speaks to someone who isn't looking. A-players don't need a list of responsibilities. They have

responsibilities. They need a reason.



What A-players scan for – and the three things they skip

Strong candidates spend about fifteen seconds on a brief before deciding to read it properly or bounce. Here's where their eyes go.

They scan for

- ✓ **Scope and ownership** — what will be *theirs*? Will they build something or babysit it?
- ✓ **Growth** — where does this lead in two years?
- ✓ **Who they'd work with** — is the team a level up or a step down?
- ✓ **A comp signal** — even a range or a "competitive + equity." Silence reads as "we'll lowball you."

They skip entirely

- ✗ Generic culture lines ("we work hard and play hard")
- ✗ The ten-item requirements wishlist that screams "we don't know what we need"
- ✗ "Fast-paced environment," which everyone now reads as "disorganized"

Write toward the first list. Cut the second one without mercy.

Four parts, in this order

1

Role

One line on who you are and the mission this person joins. Not your founding story. The stakes.

EXAMPLE

"We're a 40-person accounting firm doubling our advisory practice. We need someone to own the close so our partners can stop doing it at 11pm."

2

Outcomes

What they'll own and ship in 12 months. Outcomes, not duties. "Cut close time from 12 days to 5" beats "responsible for month-end close" because one is a mission and the other is a chore.

3

Culture signal

One true, specific, non-cliché thing about how you work. "We don't do status meetings; we do written updates" tells a candidate more than a paragraph of values ever will. Specific is believable. Generic is wallpaper.



4

CTA

One clear next step and a fast timeline. "Send a note to [name]; we reply within two business days." A great brief that ends in a confusing application flow is a great brief that gets ignored.



Same role. One of them gets read.

BEFORE — A JOB POST

Senior Accountant. Responsibilities: month-end close, journal entries, account reconciliations, financial reporting, ad hoc analysis. Requirements: BA in Accounting, CPA preferred, 5+ years experience, proficiency in Excel and QuickBooks, strong attention to detail, team player, ability to work in a fast-paced environment.

It's accurate. It's also indistinguishable from 400 other postings, and it gives a great candidate zero reason to choose you.

✓ AFTER — A JOB BRIEF

We're a 40-person firm growing our advisory side fast, and our close has become the bottleneck. We're looking for a Senior Accountant to own month-end end-to-end and get it from 12 days to 5 — so our partners spend their time advising clients, not chasing reconciliations.

In your first year you'll redesign the close, mentor two staff accountants, and become the person leadership trusts with the numbers. We work in writing, not in meetings, and we mean it.

CPA or on track, 5+ years in GL. Comp \$95–115K + bonus. Send a note to Dana — we reply within two business days.

Same role. One of them gets read by the person who's already employed and didn't know they wanted to leave until now.



— THE CHECKLIST

10 signals your brief is ready to post

- ☐ **1** The first sentence names a mission or a problem, not your company history.
- ☐ **2** There's at least one concrete 12-month outcome, with a number in it.
- ☐ **3** You led with what they'll *own*, not what they'll *do*.
- ☐ **4** The requirements list is five items or fewer — only true must-haves.
- ☐ **5** There's a comp signal (range, "competitive + equity," something).
- ☐ **6** The culture line is specific enough that a competitor couldn't copy-paste it.
- ☐ **7** You cut every instance of "fast-paced," "rockstar," "wear many hats," and "ninja."
- ☐ **8** A great candidate could picture their first 90 days from reading it.
- ☐ **9** The CTA is one clear step with a response timeline.
- ☐ **10** You'd stop scrolling for this if it landed in your inbox on a Tuesday.

If you can't check all ten, the brief isn't done — it's just shorter than it should be.



A great brief can't do the whole job

A sharp brief gets you better applicants. It will not reach the person who never sees it — the one who's heads-down at a competitor and would never think to check your careers page. For them, a brief isn't enough. Someone has to go *find* them.



WHERE SPIN COMES IN

Send us one open role.

That's the half of hiring a posting can't do. Spin's embedded recruiters write the brief *and* run the outbound headhunting that puts it in front of people who weren't looking — then hand you a vetted shortlist in about a week, with no placement fee. You approve the brief and pick who to talk to. We bring the candidates a job board never will. We'll send back the brief we'd run — and a sample of the candidates outbound sourcing surfaces that a posting would have missed.

[Send us one open role →](#)