

JOB POST PLANNING TEMPLATE



Finding and
Working
With
Freelance
Talent

In order to find and hire the best candidate to work on your project, it's important to present a detailed, organized, and thoughtful project description. The job post is your first interaction with potential freelancers, so it's important to take the time to put together a comprehensive and realistic description of the project at hand. It is also equally important that you represent yourself and your brand appropriately.

Project Name:

Project Overview

1. What is the challenge you need solved?
2. How does this project tie into your business goals?
3. What is your timeline?

Project Description

1. What will be the freelancer's responsibilities?
2. What qualifications are you looking for?
3. What does the finished product look like? What is the ultimate goal?

Skills

1. What are specific skills needed for the project?
Technical: is there a specific development language the freelancer needs to know?

Creative: is there existing documentation already in a certain format (.pdf, .ai, .eps, etc.) or program (Photoshop, Illustrator, etc.)?



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2. Not sure? This might be an opportunity to hire an expert with experience in this type of project.

Logistics

1. What is the project deadline?
2. How much do you want to spend on this project? Remember, the highest-caliber freelancers usually have higher rates so take this into account. You get what you pay for!
3. Would you like to pay hourly? Or pay a fixed price?
4. Do you want freelancers to answer a question or two when creating a proposal for this job? (This is highly recommended to help you identify the highest quality freelancers.)

Question 1

Question 2

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5. Are there any artifacts from your company you could attach to give freelancers a better understanding of your project?
6. Are there external examples that are inspiration for your project?