

Job-Map Guide

1 · What & Why

A **Job Map** is a one-page, high-signal description of a seat. It drops the endless to-do list and captures only the 20 % of elements that drive 80 % of the seat's impact — purpose, owned outcomes, skills, behaviours, and growth levels .

Used well, Job Maps unlock five strategic wins:

Agency pain-point	How a Job Map fixes it
Costly mis-hires from vague role briefs	Map clarifies purpose & KPIs <i>before</i> the job ad is written.
Slow new-hire ramp	Day-1 clarity on success metrics, key skills, and first outcomes.
Subjective performance reviews	Quarterly conversations reference the same published metrics.
Silo friction & duplicated work	Shared language of accountabilities and hand-offs across teams.
Career uncertainty	Junior → Mid → Senior ladder shows the next rung and what mastery looks like.

2 · Job-Map DNA

Fixed section title	What to capture	Why it matters
WHY THIS ROLE EXISTS	One crisp sentence linking the seat to agency & client value (“drives profitable CAC and LTV growth through paid-social strategy”).	Anchors every task to a bigger purpose.
ACCOUNTABILITIES THE ROLE MUST OWN	3 – 5 “buck-stops-here” outcomes (e.g., portfolio MER, creative-test velocity, client NPS).	Prevents turf confusion; defines

		measurable ownership.
SKILLSETS THE ROLE MUST MASTER	Technical & domain capabilities that separate strong from average (e.g., cohort attribution, CRO experimentation).	Directs hiring criteria and personalised learning plans.
VITAL BEHAVIOURS THE ROLE MUST LIVE	Observable actions written as trigger → action → impact (“When spend efficiency dips > 10 %, diagnose & propose fix within 24 h”).	Embeds culture; enables concrete feedback.
LEVELS OF COMPETENCY	Junior / Mid / Senior progression showing how accountabilities, skills & behaviours scale in scope and autonomy.	Fuels transparent development and objective promotions.

3 · Creating a Job Map — High-Level Flow

Stage	Core activity	Key considerations
Discover	Confirm strategic need, gather existing KPIs, and capture voice-of-stakeholder insights via an <i>async</i> questionnaire or brief interviews.	Treat this like defining a seat in the EOS Accountability Chart — seek consensus on the “why” and outcomes before tactics.
Draft	Condense insights into the five fixed sections. Generative AI can transform raw answers into a concise first draft in minutes.	Insist on verb-driven, outcome-based language; strip fluff early.
Validate	Leadership and data teams sanity-check that metrics, skillsets, and behaviours align with real client drivers and agency economics.	A quick KPI reality-check here prevents impossible targets later.
Ratify	Final wording agreed; PDF/Notion page is version-controlled and linked in ATS, onboarding packs, and team Confluence.	Version/date in the footer; easy searchability builds trust.

Refresh	Scheduled review every six months (or after major platform/policy shifts) to update targets, tools, and behaviours.	People leaders own cadence; Employee-Success/HR facilitates.
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4 · Living the Map — turning paper into practice

Touch-point	Activation tactics	Resulting value
Onboarding	Walk through the Map on Day 1; assign a “Map buddy” for Q&A; add Map goals to 90-day plan.	Fast ramp-up; early KPI focus.
Weekly 1-on-1s	Pick one Accountability or Behaviour; review live dashboard vs. target; unblock or coach.	Continuous course-correction.
Quarterly reviews	Compare reality vs. Map KPIs; calibrate Level of Competency; agree next-quarter stretch.	Objective feedback, clear growth plan.
Six-monthly refresh	Update metrics & behaviours; adjust ladder if the seat scales; log version history.	Living, relevant document.
Hiring & promos	Use Map to write the job ad and to create structured interview scorecards; promotion panels assess evidence against Level definitions.	Consistent, bias-reduced decisions.
Training pathways	AI turns Skillsets into personalised learning modules (courses, shadow sessions, stretch projects).	Targeted up-skilling and retention.
RACI alignment	Cross-reference Maps to auto-generate a RACI matrix; visualise overlaps & gaps.	Fewer dropped balls, smoother hand-offs.
Peer understanding	Monthly “Map swap” lunch-and-learns where teammates explain each other’s Maps.	Empathy for adjacent seats.
Bottom-up improvements	Pulse survey: “What in your Map feels outdated?”; workshop tweaks; publish new version.	Employee buy-in, culture of continuous improvement.
Recognition & rewards	Public shout-outs when Vital Behaviours are spotted; bonuses for exceeding Map KPIs.	Reinforces desired culture and results.

**Automation
hooks**

BI dashboards push KPI status to Slack; red alerts trigger coaching workflows; AI summarises trends for leadership.

“What gets measured gets managed” becomes reality.

Culture check: each employee must *get*, *want*, and have the *capacity* to live their Map. Leadership’s role is to uncover gaps (skill, resources, or scope) and enable success through coaching, training, or seat redesign.

5 · Quick-Start Checklist

1. **Send discovery questionnaire** to stakeholders for one high-impact seat this week.
2. **AI-draft the Map**; iterate with leads until it fits one page.
3. **Publish & induct** it into onboarding, 1-on-1s, and reviews.
4. **Measure what matters**: wire KPIs to a live dashboard and discuss weekly.
5. **Refresh & refine** every six months; keep employees co-authoring their own Maps.