Standard Operating Procedure:
Creating a New Job Role

(Job Description, Job Advertisement, C-Job, Knock Out Questions, and Interview Guide)

Department: Human Resources
System: JazzHR, Culture Index
Last Updated: 09/2025
Prepared by: Talent Acquisition Specialist

Purpose

To provide leaders with a standardized process for creating new job openings, ensuring consistency, compliance, and alignment with organizational needs. This includes the development of a job description (JD), job advertisement, Culture Index C-Job for exempt positions, knock-out questions, and an interview guide. By defining clear steps and responsibilities, this SOP promotes efficiency, fairness, and accuracy in the hiring process while supporting a positive candidate experience.

All steps outlined in this SOP must be followed to create a new job role, regardless of whether the position will be posted externally or an internal candidate has already been identified. This process ensures consistency, compliance with company policies, legal requirements, pay equity standards, and accurate recordkeeping for compensation, budgeting, and workforce planning.

No new job role may be created or filled until all steps in this process are completed and all required approvals are obtained.

Scope

This SOP applies to all leaders requesting the creation of new positions not previously existing in the company's organizational structure.

Definitions

- **Job Description-** Official company documents outlining the essential duties, responsibilities, qualifications, reporting structure and performance expectations for each role. Primarily used internally for role clarity, performance management, and compliance. An updated job description is required for all newly created roles prior to creating a job posting.

- **Job Advertisement-** An external-facing document created to attract candidates while still accurately reflecting the essential duties and requirements of the job. Job ads will be created using the job description.

- **Knock-Out Questions-** Pre-screening questions built into the application process that automatically disqualify candidates who do not meet essential minimum requirements for the role (e.g., minimum age requirements, work authorization, license/certification).

- **C-Job-** A benchmark profile created in the Culture Index system that defines the ideal behavioral traits and work-related characteristics for a specific role, used to align candidate fit with job requirements.

- **Interview Guide-** A structured set of standardized questions developed for a specific role. The guide ensures consistency, fairness, and compliance during the interview process while helping interviewers assess candidates against the job requirements and core competencies.

- **FLSA Classification-** Identifying whether a role is *exempt* (not eligible for overtime) or *non-exempt* (eligible for overtime) under the Fair Labor Standards Act.

- **EEO Compliance-** Ensuring the job description and posting language are nondiscriminatory and inclusive.

- **Compensation Analysis-** confirming internal pay equity, alignment with market data, and budget approval.

- **Organizational Alignment-** Validating reporting structure and position placement within the org chart.

Responsibilities

Role	Responsibility
Hiring Manager	Identifies the need for a new role, partners with HR to define job duties and requirements, and provides input on operational needs. Participates in the creation of the C-Job (if applicable), JD, Ad, Knock out questions and interview guide.
Operational Leadership	Obtains Executive level approval for the new role. Participates in the creation of the C-Job, JD, Ad, Knock out questions and interview guide.
HR Generalists/ Recruiting	Verifies that each step in the procedure is completed. Guides managers in drafting JDs, ensures compliance with employment laws, reviews pay ranges with HR leadership, and converts the JD into a candidate-facing Job Ad. Assists and provides guidance to the manager in identifying knock-out questions for job ad and interview questions for interview guide.

HR Leadership (VP/ Director)	Reviews and approves final JD and Job Ad for consistency and compliance. Facilitates creation of C- Job with Culture Index. Verifies that the role aligns with all applicable employment laws, internal pay practices, and organizational structures.
CSO	Ensures that new roles align with the company's long-term strategic goals and growth initiatives.
CFO	Responsible for reviewing and approving the financial impact of the new position to ensure alignment with budgetary constraints and organizational financial strategy.

Procedure

Identify Need
- The hiring manager identifies a new business need requiring the creation of a new role. (e.g., new headcount, replacement, expansion of responsibilities).
- The hiring manager secures initial approval from their Regional Director or VP to proceed with role creation.

Engage HR for Compensation Analysis (Required prior to Executive Approval)
- The hiring manager must contact their assigned HR Generalist before submitting any request for CFO & CSO approval.
- HR will conduct a compensation analysis for the proposed role, including:
  - Market pay benchmarking
  - Internal pay equity comparison
  - Recommended salary range
- HR provides a written summary of findings (via email) to the RD/VP and manager.
- This compensation analysis must be attached to the approval request sent to CFO & CSO. Requests submitted without HR's analysis will be returned for completion.

Obtain Executive Approval
- The Regional Director or VP will schedule a meeting with the CFO & CSO to obtain approval for the new headcount, providing HR's compensation analysis.
- CFO & CSO review the request with pay data included and respond with approval or follow-up questions.
- Approval or denial will be provided via email and must be shared with HR before proceeding to job creation steps.

Initiate JD/Job Ad Creation
- Once executive approval is obtained, the manager contacts their assigned HR Generalist to initiate the JD/Job Ad creation process.
- HR Generalist provides templates and guidance.

Draft Job Description
- Manager drafts the JD using the provided template, including:
    - Position Title
    - Department/ Store Number
    - Employment Type (full-time, part-time, hourly, salaried)
    - Location (specific store, region, or corporate office)
    - Reporting Structure
    - Key Responsibilities (5–8 core functions)
    - Required Qualifications (education, experience, certifications)
    - Preferred Qualifications (if applicable)
    - Competencies/Skills
    - Work Environment/Physical Requirements (if applicable)
- HR Generalist reviews, revises, and ensures JD aligns with organizational standards, legal compliance, and pay structure.

Draft the Job Advertisement
Once the JD has received approval, the HR generalist or recruiter will draft the job advertisement using the boilerplate job posting template and share with the hiring manager for review and editing.

The boilerplate language ensures consistency in tone, formatting, and compliance across all postings; the following sections should not be edited:

- Company Overview
- EEO Statement
- Benefits Summary

Sections within the template that managers may be edited:

- **Job Summary** – 2–3 sentences summarizing the purpose of the role.

- **Key Responsibilities** – 6–10 bullet points outlining essential duties.

- **Qualifications**
    - Required (education, certifications, years of experience, technical skills)
    - Preferred (nice-to-have skills, additional experience)

- **Competencies** – behavioral and soft skills (e.g., teamwork, communication, problem-solving).

- **Physical/Work Environment Requirements** (if applicable).

Select Knockout Questions

Knockout questions are used to automatically screen out unqualified candidates. Standard knockout questions are added to every job posting by default.

In addition, managers are responsible for creating or requesting additional knockout questions for all new job descriptions. For best practices, HR recommends narrowing your screening questions to 5-7 job specific questions, excluding the standard default questions.

Standard Questions Included on All WhiteWater Posts:
- Are you legally authorized to work in the United States without sponsorship?

- Are you 18 years of age or older?

- What is your highest level of education completed?

- Have you previously worked for WhiteWater Express Car Wash?

- Are you willing to undergo a background check as part of the hiring process?

- All information provided in this application, the resume, and during interviews is certified as true, complete, and accurate to the best of my knowledge. I understand that any false, misleading, or incomplete statement, misrepresentation, or omission of facts may result in the withdrawal of a job offer or, if employed, immediate dismissal, regardless of when discovered.

Developing Additional Knockout Questions

When creating or requesting additional screening questions, consider the specific requirements of the job description. Each question should directly help screen out candidates who do not meet those requirements.

Examples:

- **Availability**
  - *Are you available to work evenings, weekends, or holidays as required by this role?*

- **Experience**
  - *Do you have at least [X] years of experience in [specific field/skill]?*

- **Degree/Certification/License** (if applicable)
  - *Do you currently hold [specific degree/license/certification]?*

HR will review knockout questions to ensure compliance and consistency before posting.

Create C-Job in Culture Index *(Exempt level roles only)*
The creation of a Culture Index C-Job is required for all exempt positions to ensure alignment between role expectations and candidate profiles.

- **Access Responsibility and Collaboration:** Only the HR team is authorized to complete this step with Culture Index. Your HR representative will partner with WhiteWater's Culture Index consultant and the hiring manager (HM) to ensure the C-Job accurately reflects the requirements, expectations, and success factors for the role.

- **Process:**

  1. Confirm role details with the hiring manager and HR Generalist.
  2. Meet with the CI consultant to set up or adjust the C-Job.
  3. Finalize and publish the C-Job in Culture Index.
  4. Communicate completion to the recruiter so the process can continue via JazzHR.

Develop Interview Guide Questions
1. Once the job ad is drafted, managers must work with HR to create role-specific interview guide questions.

2. HR will ensure the questions are:
   - Aligned with the job responsibilities and qualifications outlined in the description.

   - Consistent with the organization's interview compliance guide (no inappropriate or off-topic questions).

   - Structured to promote fair and objective evaluation of all candidates.

3. Finalized questions will be included in the Interview Guide (digital in JazzHR or printable from the WhiteWater Intranet).

Submit Draft for Review
1. Once the draft job ad, knockout questions and interview guide are completed, submit to HR for review.

2. HR will:
   - Ensure formatting and language align with company standards.
   - Confirm knockout and interview guide questions are appropriate.
   - Finalize the job ad template and knockout questions in JazzHR.

Finalize & Create Requisition in JazzHR
1. HR will upload the approved job ad, knockout questions, and interview guide into JazzHR. The interview guide will also be available in a printable form located on the

WhiteWater Intranet.

2. The hiring manager will be notified once HR has uploaded all documents into JazzHR via email. The hiring manager will need to submit a requisition for the job to be posted in JazzHR. *(See Creating a Job Requisition in JazzHR SOP for further instructions)*

3. The job posting will go live once HR approves the job posting. Please allow 24-48 business hours for approvals. Business hours are Monday- Friday 8am-5pm CST.