

JOB DESCRIPTION ACTION WORDS

Action Word	Definition	When To Use
Administers	Initiates or guides the execution of services, projects, or programs.	Operational and administrative roles that have responsibility for the successful execution of services, projects, or programs but are not responsible for the development, long term planning, or strategy.
Advises	Provides counselling, advice, recommendations, or an expert opinion on the best course of action.	Roles that utilize acquired knowledge, which cannot be easily learned by others and is typically gained through education, specialized training, and/or experience, to provide advice. Also used when a job is responsible for the interpretation of accessible information such as policies, procedures, laws, and best practices. If a position responds to inquiries by providing information to others, consider using 'informs'.
Advocates	Speaks, pleads, or articulates a point of view on behalf of someone else.	Social support service roles that represent the interests of defined groups or individuals such as students and employees. Also used for management, senior technical, and subject matter expert roles that participate in cross-functional projects with responsibility for understanding and representing the business needs of others.
Analyzes	Examines data or information to provide explanations or solutions.	Data analytics roles with responsibility for interpreting and drawing conclusions from data to provide information. Also used for roles that have responsibility for understanding and interpreting existing information.
Approves	Officially sanctions or makes final decisions.	Roles that have formal or final decision-making authority over the matter. If a job is one step in a chain of approvals, consider using 'reviews' instead, if applicable.
Assigns	Designates tasks to be performed by others.	Roles with the decision-making authority to determine the work to be carried out by others, in accordance with the accountabilities defined in their job description. If a position designates tasks on behalf of oneself or a superior, consider using 'delegates'.

Assists	Provides aid or helps to accomplish a task.	Roles that aid others in the achievement of their day-to-day objectives or independently provides services to clients or customers. If a role aids with projects and long-term initiatives, consider using 'supports'.
Coordinates	Adjusts or focuses the related actions of others to work towards a common goal.	Roles that organize or facilitate activities between individuals or units. If duties are focused on ensuring understanding between parties, consider using 'liaises'.
Counsels	Gives advice or recommendations.	Roles that are advising on sensitive matters or matters that require demonstrated empathy.
Delegates	Designates tasks and dissimilates work to others on behalf of oneself or a superior.	Roles with direct reports that grant the ability to act on behalf of themselves or a superior. If a role determines the work of others, in accordance with the duties outlined in their job description, consider using 'assigns'.
Directs	Guides or handles work operations by enacting and enabling objectives, practices, and methods.	Senior leadership roles that focus on providing and setting a strategic direction. Typically used when a role is responsible for the integration of various functions or units. If the role is accountable for the operational management of each unit consider using 'manages'.
Ensures	Makes certain that something will occur or get done.	Most effectively used in combination with another action word. e.g. Reviews information to ensure compliance.
Executes	Carries out; follows through to the end; completes.	Roles that are focused on the successful delivery of a service, program, or initiative.
Implements	Carries out; performs tasks essential to the execution of a plan or program.	Roles that initiate and put into action a change resulting from a project or other work initiative. Typically involves the use of a new process or system.
Informs	Tells; relays information.	Roles that respond to questions and inquiries by providing existing information to others or redirecting them to the appropriate sources.
Leads	Is in charge of; presides over.	Roles that are given decision-making authority over a unit, project, program or work initiative and are looked to by others for guidance and direction.
Liaises	Acts between parties to find an understanding or work out differences.	Roles that facilitate communication between others and require regular interaction between parties to ensure mutual understanding. If duties are focused on the successful execution of activities between parties, consider using 'coordinates'.
Manages	Plans, organizes, and leads an operation, unit, or project and is responsible for the output.	Leadership roles accountable for the performance and operation of a defined unit or function. Also used for project management roles that have responsibility for the successful completion of project deliverables and outputs.

Monitors	Periodically checks on the performance of a unit to ensure goals are being met.	Roles that are responsible for regularly checking on the progress or performance of a unit or project to ensure they are on track to meeting objectives, deadlines, or quotas. This includes looking over statistics, data, feedback, budgets, etc. It may also involve occasionally stepping in if a problem arises or to ensure progress is moving forward smoothly. If a role watches over an operation but does not get involved in the process consider using 'oversees'.
Negotiates	Exchanges views and proposals with an eye to reaching agreement by sifting through possibilities, proposals, pros and cons.	Roles with responsibility for reaching an agreement between parties that results in a tangible outcome such as a contract, a price, or a written agreement. If the position deals with disagreements between groups and individuals consider using 'counsels' or 'facilitates'.
Oversees	Watches over an operation or people to ensure efficiency or completion.	Roles that ensure the effective operation and achievement of objectives for defined functions or units. Typically used when a job does not participate in the day-to-day work being done. If a role checks in regularly and occasionally gets involved with the work consider using 'monitors'.
Recommends	Suggests courses of action or procedures to people with the authority to carry out said action or procedure.	Roles that present ideas for approval to those with decision-making authority on the matter. Used when ideas pertain to projects, programs or other work initiatives and are proposed for the purposes of implementation. If the role regularly provides advice and opinions on a range of inquiries, consider using 'advises' or 'counsels'.
Supports	Provides service or assistance to another person or division.	Roles that aid others in the achievement of their objectives or contribute to a defined step or component of a larger process, project or initiative. If the job helps others complete their day-to-day work, consider using 'assists'.