

2.1 How to write an effective job advertisement

Looking to attract the right candidate for your vacancy? Writing a good advertisement is very important. Please read the following tips and information to write effective job advertisements.



Products for Success

Our Tamworth operation is expanding!

Applications are invited to join our valued team in the position of

Administration Co-ordinator

This position is key to the overall daily operation of our office as the successful candidate will manage all incoming and outgoing correspondence, front line customer service, data and record management.

We are looking for a self-motivated, enthusiastic individual who has an eye for detail, solid business skills and loves customer service.

Please obtain a **recruitment kit** with position description and role information by calling Fred Jones on (02) 6766 6666.

XYZ Company is an equal opportunity employer

Branded -v- Unbranded Ads

Branding your advertisement for vacancies is another marketing tool you shouldn't overlook. Advantages for including your branding are:

- Draws the attention of the prospective reader to your advertisement (so does including a border and bolding key information)
- Raises awareness of your company and its reputation in the local industry – candidates are drawn to companies which have a reputation for a certain culture, workplace opportunities and career development. In industry this is called the “Employer of Choice”.
- Allows the candidate to research your company further – with local network groups or your website.
- Candidates don't like applying to anonymous advertisements.

On the flip side:

- It does cost to include a graphic into print advertisements – you need to weight up the pros and cons here. Maybe you could include your company information in bold as a compromise?
- If your local reputation for employee engagement and management isn't great then no matter how great your brand looks, you won't attract the right candidate for you. You need to look at changing your market perception – starting with your workforce and working environment.

What goes in the title and body of the ad?

Use common keywords relevant to identify the position (industry standards) or catchy titles.

Brief statement about the role – be clear, high-impact, direct and attention-grabbing. Don't re-write the job description into the ad! Maybe just the key positive aspects of the position and/or your company. What would attract the candidate?

Engagement and Remuneration Information

Be sure to indicate the engagement type – Full time, Part time, Casual, Part Time or Contract (x months).

Including remuneration information is one of the “do I or don't I” questions. On the plus side, you may increase your application pool if you include a salary/wage that is above award or market. Nothing like healthy competition! But – on the negative, if you don't offer competitive remuneration your applications numbers won't be there. Research your business, industry and competitors before you advertise!

Contact and How to Apply Information

It's nice to provide contact information for candidates. As you know, there can be multiple titles for the similar roles and a quick call to clarify some details may save time for both you and an application that's way off the mark!

Look at the role and the potential candidate pool to determine the best way for candidates to apply. There are many options – fax, email, post or turn up in person!

Additionally, you may ask for specific information in addition to a candidate's resume/CV like asking them to respond to selection criteria or to provide specific evidence of a qualification, skill or license. Be sure to set yourself up to be able to easily and fairly review and cull applications and only bring forward to interview those candidates close to what you are looking for.

Further Fact Sheets:

Interviewing and Selection Tips – Fact Sheet 2.4
Job or Position Descriptions – Fact Sheet 2.5

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