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How to write a killer job-advert
(Or how to avoid writing a FAIL)

WAITRESS NEEDED. Must be 18 years old with 20 years experience. Apply in Person Carnation Restaurant.

Probate.
Fax resume to

Looking for 15 energetic individuals to replace 15 lazy people. Entry level positions. No exp req. Paid weekly. Call

TV REPAIRMAN needed. Flexible hours. Call for details.

SURGEON WANTED for a new health clinic opening in the area. No experience needed. Must have own tools. Call

GOVERNMENT JOBS $12- 48/hr. Full Benefits, Paid Training

MANAGEMENT POSITIONS AVAILABLE

Contact Tony Vacation, uniforms, meals and possible salary

McDonald's

WANTED

EVIL GENIUS seeks minions to sacrifice their lives in world domination attempt. Must be prepared to work 24-7 for fascist psychopath for close to no pay. Messy death inevitable but costumes and laser death rays provided. NO Weirdos.

Call: 1-800-MWA-HAHA

How to write a killer job-advert

If you are a Business Owner / Manager - Does this following scenario sound familiar?

Monday: Someone has resigned, but you have another kazillion priorities and the matter is pushed back in the queue.

Thursday Afternoon: A few days has gone by and suddenly the matter has become <u>urgent.</u>

Friday: Time is now critical, so you dust off the old position-description, cut and paste a few choice paragraphs and place it on a couple of online job-boards. You also email it to your networks.

Monday: You eagerly await the incoming avalanche of applicants, but they only trickle in and they are all less than ideal.

Now you wonder - Why is this? What can I do about it?

Let's start with some basic facts

Thanks to the enormous amount of information we get across our screens on a daily basis, there has been a shift in the way we process information – It's faster than ever before! With so much information and so little time, we just skim the data and only stay with items that **really** grab our attention.

Jobseekers don't necessarily have to look far, as they are bombarded with 'opportunities' sent from agencies and job boards alike on a daily basis. This has led to a shift in attitude, away from 'What do I need to do to get that job', to 'what can that job do for me'.

A job advert has always been a marketing pitch. However, in today's environment, it needs to get noticed among a tsunami of information.

Dull adverts that sounds like a cut-and-paste from a position description, will simply not engage top-talent, and last minute, hastily prepared adverts will rarely hit the mark.

Now that you are ready to start, here is some general guidance

- Jobseekers are wary of job ads that sound too good to be true - don't oversell the role, be upfront and honest.

- Make your job ads easy to read and understand - communicate key points in a simple and direct style at the beginning with the in-depth stuff further down.

- Start with the 'basics' - Clear and critical information at the beginning of the advert will strongly influence whether or not a jobseeker will read the rest of your ad.

- Make it Smartphone Friendly - More than 50% of all job ads are viewed on a mobile device. Big blocks of text with no headings are boring enough on a PC screen, but on a smart phone or tablet they are off-putting and difficult to read. Short, bold headings and bullet lists are the way to go.

- Try to keep sentences down to 30 words at most.

- Break paragraphs into sentences.

- Use short bold headings to segment the layout for a better experience on mobile devices. For example: About the Company, About the position, About you, How to apply.

- Spell-check and send the final advert to at least 2 co-workers to check before you post it. Many job seekers say they are shocked by the number of spelling mistakes they come across, particularly when many ads specify they are looking for candidates with 'good attention to detail

- DO NOT include anything that could be viewed as discriminative, such Age, Religion, Origin, Gender, Marital Status etc. It is unlawful and will land you in big trouble – Just like it did for the advertisers below…..

Job-Advert Structure Check-list

Before you start writing your advert, you need to have the structure clear.

Simply follow the below order of headings (or similar) and you're off to a good start and way in front of most advertisers.

Don't under-estimate the importance of bullet points, subheadings and short paragraphs so that readers can easily scan for information that is important to them.

- **Job Title**
  Must clearly reflect the role and please, try to avoid internal jargon - So even if you refer to your Receptionist as 'Guest Service Agent", stick to the more common title

- **Short Description**
  This appears first in an advert and is what jobseekers will see when they scroll up and down on job board pages. Based on this information, jobseekers will determine if it's worth reading / clicking further. For this reason it should include the '3 must haves' which are - salary, location and a decisive role description.

- **Role Description**
  Now it's time to elaborate on the role. Use descriptive language here. Not a long list of dull 'duties'.

  It's is also a good idea to explain *why* you are hiring (due to steady growth, this is a newly created position etc)

  Don't forget that this is a marketing exercise and that you're selling the role to your audience. Write this with the same amount of enthusiasm you would in your product sales adverts.
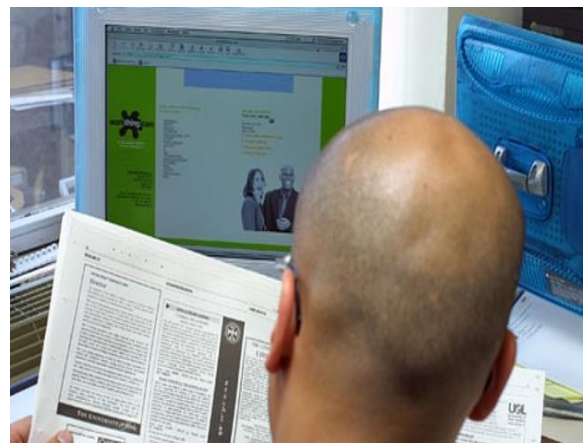
- **Essential Skills & Experience**
  Describe key skills & experience required to do the job. This is an opportunity to 'screen' applicants and prevent irrelevant applications (well, some of them) from flooding your inbox. Clearly outline what is essential, but be careful not to make this too long or you may as well write 'super heroes only please'

- **About the company**
  People are looking for a workplace they will be able to enjoy and thrive in. A couple of sterile sentences, copied from the corporate profile will not impress. **Tell them about your company.** Your business is unique and so is your ideal candidate. Your mission is to convince the reader that your workplace is 'the right fit' for them. Be positive, but not over the top!

- **What's in it for me?**
  Finish off on a great note! Training, career advancement, benefits, gym membership

- **How to apply**
  Make this crystal clear – You can also include a 'call to action', such as **Apply Now!**

	WELL WRITTEN JOB AD	POORLY WRITTEN JOB AD	
Clear Job Title	# Sales Executive - Advertising	# CIC consultant	**Job title doesn't reflect the role**
Good Short Description	**70K Base + car + comm + iphone + laptop** **Based in Cairns CBD** **Account Management (70%) | New Business Development (30%)**	**Excellent $$$$$$$$$** **Great team** **Fantastic opportunity with dynamic company**	**No specific details or location**
		We require an enthusiastic and experienced sales person to manage clients and bring in lots of new business for our great company.	**Generic terms**
Clear and detailed Job description	**About the role:** In this role you will be responsible for managing and expanding our Queensland accounts within the Retail Sector. Reporting to the Regional Sales Manager, you will provide consultative advice to existing clients on how to analyse, review & optimise their advertising. You will also research and uncover new business opportunities within your market and region.	Are you a go-getter???? Join our fast-paced & dynamic environment and do a lot of important stuff. It's really busy, so you need to be young with lots of energy	**Avoid Cliché words** **Discriminative**
Good use of Bullet points	**Key accountability:** • Achieving quarterly sales targets • Managing a portfolio of approx. 100 accounts in NTH QLD • Managing relationships with clients at varying levels including: Administrators, Consultants, Managers and Business Owners • New business development (30%)	**Must Have's** • Excellent this • Excellent that • Outstanding this • Outstanding that • Expert level in the following software packages APLHA ROMEO XING XONG PONG	**Super-heroes only apply**
	Essential Skills: • Solid experience in the advertising industry • Demonstrated sales experience • Account management experience • Demonstrated success in developing new business • Confident, engaging and compelling communication skills • The ability to present to small groups		
Good Company Description	**About your next Employer:** XYZ is widely recognised as one of the best advertising companies in our region and a great place to grow your career. Our team orientated culture is key to making our company a great place to work.	**Job won't last forever - APPLY NOW!!!!!!**	**I don't think so**
What's in it for me?	**About your benefits** At XYZ we reward and recognise performance, which includes a generous bonus scheme, personal development assistance and the ability to buy shares in the company.		
Clear instructions	**How to apply** To apply online, please click on the appropriate link below. Alternatively, for a confidential discussion, please contact First Name Surname on Phone number or email@company.com.au		