

Writing an Effective Job Advertisement

Often the people you want to attract are not openly looking for a new job, so its important to think of ways to sell the attributes of the University, for example what makes it unique, its culture, values, philosophy and so on.

Good advertising highlights the assets of the position and appeals to the career needs and wants of the desired applicants.

What Makes a Good Advertisement?

- Know your target audience, write specifically to them.
- The headline captures the candidates' attention.
- The first few lines are interesting, engaging and actively sell the position.
- Highlight the benefits – this will make your job stand out from the crowd, even if it's as simple as a friendly working environment or free parking, flexible working hours or potential to work abroad are also a big selling factor for a lot of our candidates.
- Sentences are short and to the point, providing enough information to interest candidates but not to overload them.
- Include information about the company; specific duties of the role; required qualifications and experience. Give the candidates as much information as possible (without overloading them) so they can make an informed decision about whether they're suitable for the role.
- The advertisement avoids the use of words that are difficult to understand.
- Points are made using as few words as possible.
- The advertisement does not appear cramped.

Important Point.....

A lack of detail in areas such as salary range, company name, promotion opportunities and provision of training is a key issue with job advertisements.*

Job advertisement – Candidate Likes	Job advertisement – Candidate Dislikes
Clearly articulated role and company	Vague description of role
Name and details of contact person	Omitting company name
The salary range	Overselling the role
Large space devoted to advertisement	

* Hudson 20:20 Series Report - Candidate Buying Behaviour.

Remember.....

Writing an advertisement for the Newspaper is often different to writing an advertisement for the Internet. There are two options for writing Newspaper advertisements the shorter advertisement which is often cheaper or you can choose a longer advertisement which is a more expensive option. Either way you pay by the line or the column centimetre. Keep your Newspaper advertisement specific and to the point. You can expand on what's included in your Newspaper advertisement online in your Internet advertisement and include more information. Refer to the advertising website for example Newspaper and Online advertisements and approximate costing.