

How to Make Effective Job Adverts

Is Job advertising a waste of time?

Let's look at some stats:

Of candidates placed in 1 year across the industry:

- 4% came from job ads
- 27% came from cold outreach
- 31% came from cold calls
- 38% came from email/marketing campaigns.

Why? - Because we have lost the ability to write a compelling job advert.

Here's a typical job ad structure:

- About the company - A brief but informative piece about the company.
- What the role will entail – a brief but informative overview and perhaps some typical bullet points of day-to-day duties.
- What the candidate must have to be considered – Preferred years of experience within the industry, certain qualifications, experience using certain systems and platforms or perhaps a particular skill set.
- Package and benefits for the candidate upon joining the business—This should include a salary range and any extra benefits.

We need to understand that changing jobs can be stressful. This is one of the biggest life decisions that people make. Therefore, we need to give candidates good reasons to make this change by telling them what is in it for them first!

Job Advert Vs Job Description

Job advert – the purpose is to **SELL** the job to the person and provide them with the merits of the job.

Job description – the purpose is to **TELL** the reader information about the job.

Here are 3 top tips to improve your Job Adverts

1. Get the right information.

- Get the correct and clear information about the job from senior management as to why somebody might be interested in this job.
- Is the person we are looking for likely to be employed or unemployed?
- Why would somebody want to quit their job to do this role?

2. Start writing.

- Write about the most important parts of the job first! What is in it for them and why the job is better than their current one.
- Then turn those features into benefits and use 'you' and 'your' language 4-5 times more than 'we' and 'us'.

Note: Be natural! You need to use less jargon and start writing as you would talk, to avoid readers glazing over your ad.

3. Structure the ad correctly.

The first 150 words = The Sell (*benefits and what is in it for them*)

The second 150 words = The Tell (*the company, the role, how to qualify, next steps*)

If you can get the reader to make it to the second half of the ad, you have successfully sold them the job before you get to the information of the job role.

Simple Ad formula - AIDA

Attention – **I**nterest – **D**esire – **A**ction

Attention – you want to catch the candidate's attention initially. If you're able to catch the reader's attention within the first 8 seconds of them reading your Ad, then you're more likely to get an application or interest on the back of this.

Interest – to gain interest, you need *key information* in the advert so that they have the key points they need, to know whether this is something they would be interested in or not.

Desire – You need to highlight the absolute best parts of your company and the role to give them the desire to apply.

Action – What do you want them to do after they have read the advert? Do they need to apply using your careers portal? do they need to send their CV to a specific email address, or can they call the office for more information?

You now possess the essential tools to craft a compelling and effective job ad that will not only attract but engage prospective candidates effectively.

Now, go ahead and write that amazing job ad and watch the interest in your vacancies grow!