

HOW TO WRITE A KILLER JOB- ADVERT

OR HOW TO AVOID WRITING A FAIL



SignatureStaff
SETTING THE STANDARD



STARTING OFF

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 urgent

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



YOUR MISSION, SHOULD YOU ACCEPT IT...

**WRITE A KILLER AD THAT IS FOUND BY
YOUR IDEAL CANDIDATE**

**NOW THAT YOU'RE READY, NEXT PAGE FOR
THE 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 smartphone 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.
- 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 as 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.....

In-Home Support & Care Workers Required: 24-hour NDIS client

Absolute Care & Health ★★★★★ 7 reviews - Glen Iris VIC

[Apply Now](#)

The ideal fit for this role is someone who has 2+ years of experience working in the disability sector working with clients with autism. You must be reliable, very confident and trustworthy. We seek ~~mature supporter workers, ideally aged 40 years and over.~~

We request no dark-skinned (Indian or African) applicants apply for this role (as per client request.)

~~Successful candidates will receive specialised training from his allied health team to ensure you are able to provide tailored support for our client.~~

This is an opportunity to work in the rewarding field of disability support, receive on-the-job specialised training, as well as receive 8-hour regular shifts with the opportunity to work

JOB-ADVERT STRUCTURE CHECKLIST

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 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!

A well written job ad will consist of, a clear job title, a good short description, a clear and detailed job description, a good use of bullet points, a good company description, a what's in it for me section, and clear instructions on how to apply for the position

Look at the example on the next page -->

Sales Executive - Advertising

70K Base + car + comm + iphone + laptop
Based in Cairns CBD
Account Management (70%) | New Business
Development (30%)

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

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%)

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

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. 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.

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

ARE YOU STRUGGLING TO FIND TIME FOR THIS?

- We offer professional job advertisement writing services here at Signature Staff
- Our advertisements are known to attract the best talent and find you the right people for the job.
- However, a good job-advert is just the beginning of the hiring process...
- Securing the right person is really hard work! It takes a structured process, experience, and a lot of energy.
- More than 15 years of recruitment experience has taught us that businesses don't want the headache of managing the recruitment process themselves, but aren't willing to pay outrageous agency fees either.

SAVE YOUR TIME, COSTS AND FRUSTRATIONS AND CONTACT US TODAY

LEAN ON OUR EXPERTISE AND GET THE JOB DONE RIGHT - THE 1ST TIME

GET PROFESSIONAL RESULTS FOR \$280

(07) 4050 3888