

## TOP TIPS TO ENSURE YOUR AD GETS NOTICED

1. Provide a clear job title, and include any additional information relating to the job. As this is the first thing a jobseeker will see, it is important to make it as clear and informative as possible. For example, 'Java Developer – Software House in Birmingham' provides a lot more information than simply 'Developer'.
2. Fill in all of the available fields. This information is vital to jobseekers, and including all fields will increase the response to your ad. If a jobseeker does not know the salary or specific location of a job, they may be deterred from applying for it. Including a postcode can enhance application numbers.
3. Include an introduction to your company. This gives the jobseeker an idea of the kind of organisation to which they are applying. Use the opportunity to sell your company – include any additional information that may increase jobseekers' interest.
4. Give clear details of the skills, experience and abilities that you want from applicants – don't be afraid to sound demanding. By doing this, jobseekers are instantly able to determine their suitability for the position before they apply. Bullet points are a good way of listing these clearly.
5. When listing the responsibilities of the position, it is again important to be clear and detailed where necessary. Give a good idea of what the job involves and what tasks the applicants can expect to handle if they are recruited for the role.
6. If there is any additional information about the job or your company which you haven't already included, do so towards the bottom of the ad. This may include details of additional benefits, specific locations, or foreign travel.
7. If there are only a limited number of methods through which you are willing to accept applications, make that clear. This will prevent speculative application phone calls and similar unwanted approaches.
8. Include a contact name and reference number for the job wherever possible. The simple inclusion of a contact name provides a 'human' aspect to the ad, which allows jobseekers to feel reassured in an otherwise automated process.

## YOUR ADVERT SHOULD CONTAIN

- A meaningful, accurate description of the role
- The skills or qualifications required
- Where the job is based
- What the salary is
- What additional benefits there may be
- A brief company description
- Paragraph or line breaks to make it easier to read

## IT SHOULD NOT CONTAIN

- Profanities, for example, swear words or slang
- You should not declare a preferred age of applicant
- Sex discrimination is illegal. You must not declare a preferred sex of applicant
- Racial discrimination is illegal. You must not declare a preferred race of applicant.

## HAVE YOU SPELL-CHECKED YOUR AD?

Spelling mistakes are often missed. We recommend you write your job advert in a word processing package such as Microsoft Word and cut and paste the finished advert into the Recruitment Management System after you have performed a spell check.

## EXAMPLE JOB ADVERT



The screenshot shows a job advertisement on the CWjobs website. The job title is 'Java Developer (2nd and 3rd Years)'. The location is 'Birmingham'. The job type is 'Contract'. The job details include a description of the role, requirements, and an 'Apply for this job' button.