

ADVERTISEMENT TEMPLATE

HEADING

- Needs to be an attention grabber – 80% of candidates only read the headline.
- Use creative slogans rather than job titles.

KEY BULLET POINTS

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- Opportunity to introduce the benefits.
- Should focus on the 'what's in it for me' aspects.
- Keep it brief and punchy.

PARAGRAPH 1 – COMPANY INFORMATION/CULTURE

- Consider:
- How we are different to our competitors.
 - What makes us an attractive organisation.
 - Company Mission, Vision & Values.

PARAGRAPH 2 – CHALLENGES OF THE ROLE

- Provide the key experiences necessary for the role.
- 4-6 "must have", experiences and qualities.
- Keep their interest – personalise for the reader.

PARAGRAPH 3 – ATTRIBUTES REQUIRED FOR THE ROLE

- 'What's in it for me'.
- Include 3-5 benefits.

REPLY DETAILS

- Include:
- Name
 - Address
 - Fax Number
 - E-mail

HOT TIPS WHEN WRITING ADVERTISEMENTS...

LAYOUT

- Use White Space
- Avoid cluttering the Ad

HEADLINE

- Use upper & lower case – CAPITALS in headlines are 70-80% less read

CONTENT

- Include the key criteria **NOT** the entire Job Description
- Use the language of the audience you are trying to attract
- Sell the role to the reader
- Be aware of discrimination
- Avoid cliché

WHAT COULD YOU SAY INSTEAD...

Rather than:

The ideal candidate

The successful applicant

The successful candidate

We urgently require

Salary negotiable

Applications are invited from suitably qualified personnel

Why not say:

Your experience to date will include

Ideally your background will include

You

Due to the launch of a new...

An attractive salary package will be offered

Are you experienced in "xyz" and looking for a challenge