Writing a Job Ad with Impact

Finding your next great employee can be a challenging process.   This relates not only to the labour market pool available in your region, but also how your job ad reads since this will have a big impact on who you reach and if you stimulate response.

Great job advertisements will:

#1 Attract interest,

#2 Communicate clearly and quickly the essential details, and

#3 Provide a clear response process and mechanism.

Meeting these three criteria can help ensure you reach the right candidate and don't waste time with those who aren't the right fit for your business or who misunderstood the job offered.   Successful job ads require some forethought. What type of person do you want to attract? What are the essential skills required? What does the job involve?

Successful advertisements tend to include:

Job Title	
Job Description	For example: start date, location, hours, job role and purpose, rewards - What is exciting and challenging about the job? - What will an employee get out of the job and from working for your company?
Job Requirements	For example: essential skills and experience, required education/certifications, required equipment/supplies - Try to limit the essential skills to four - The more specific you are the better
Wage	- Including the wage can help screen applicants whose expectations differ from what you offer - Giving a range and stating "dependent on experience" can work well
How To Apply	- Remember to include clear contact details and information on what to submit - Specify a deadline to stimulate action - If you do not want to receive phone calls, be clear and state that in the job ad

Tips:

- Use short sentences and keep it simple
- Use language that your reader uses
- White space can make it more reader friendly and is a powerful way to attract the eye
- Use bullets and short bite-sized paragraphs
- Get the reader involved by referring to them as "you"
- If the job title isn't clear, ensure that you describe the position adequately
- Branding should be present but not overbearing