

# ADVERTISING YOUR JOB

JOB ADVERTISING TIPS

The aim of the job advert is to attract interest, communicate quickly and clearly the essential (appealing and relevant) points, and to provide a clear response process and mechanism. Design of the advert should concentrate on clarity of text, layout and on conveying a professional image.

## REMEMBER

the responsibility for the message rests with the communicator - not the listener.

Unknown



## JOB ADVERT WRITING TIPS

- ✓ Use one simple headline and make it relevant and clear. The logical headline is the job title itself - this is after all what people will be looking for.
- ✓ If you find yourself writing a job advert with a truly obscure or boring job title, then consider changing the job title. Make it inspirational...after all this is the Community Sector.
- ✓ Make the advert easy to read. Use simple language, and keep enough white space around the text to attract attention to your advert.
- ✓ Use a style of communication that your targeted reader uses. For example, Generation Y thinks in URLs and hyperlinks.
- ✓ Use short sentences, bullet points and short bite-sized paragraphs.
- ✓ Try to avoid upper-case (capitals) even in headings - it's very much slower to read. Increase prominence by the use of a larger point-size and using bold headlines - not by using capitals.
- ✓ If your organisation is known and has a good reputation among the targeted readers then prominently position your organisation name or logo in the advert.
- ✓ Get the reader involved. Refer to the reader as 'you' and use the second person ('you', 'your' and 'yours' etc) in the description of the requirements. This helps people to visualise themselves in the role..
- ✓ Try to incorporate something new, innovative, exciting or challenging in the role - people are attracted to new things.
- ✓ Job advert statements and descriptions must be credible. Employers or jobs that sound too good to be true will only attract the gullible and the dreamers.
- ✓ Include an Equal Opportunity Statement – it gives the immediate impression you are a professional and considerate employer.
- ✓ To broaden your target audience perhaps include a statement such as 'we are an age-friendly organisation' or 'people of all ages are encouraged to apply'
- ✓ Emphasise the benefits of working for your organisation: flexibility, attractive salary packaging etc.
- ✓ Don't forget to include response and application instructions - include your contact details such as address, phone, fax, email, etc.

## 9 ABSOLUTE "NOS!" FOR ADVERTS

- ✗ Avoid over-designed graphics and layout (distracts and slows reading) – avoid anything that makes the advert difficult to read quickly or at all for any reason.
- ✗ Don't make the font too small or too large. Use 12-20ish point-size for headings and subheadings – depending on your budget and the publication.
- ✗ Don't use strange-looking or fancy fonts...stick with the more traditional and more readable like Times, Arial, Verdana and Tahoma.
- ✗ Avoid too much emphasis on the job and not enough on the person required.
- ✗ Don't provide too much technical detail about the job or the organisation. This will encourage the candidates to contact you for more information.
- ✗ Don't use coded and idiosyncratic language that only someone working in your industry or sector will understand.
- ✗ Avoid too many words - they are a real turn-off - keep it simple.
- ✗ Don't forget to include response and application instructions - include your contact details such as address, phone, fax, email, etc.
- ✗ Avoid being specific about salary – instead talk about benefits and salary packaging.

### ...FOR FUTURE REFERENCE

The NT Community Sector Staff survey shows that 34% of staff found their job through the newspaper compared to 12% via the Internet – this will not always be the case.

In this online age - People reading information on a screen tend to scan the material, rather than read it in-depth. Your goal should be to present the things most important to you and most appealing to the candidate first.

- Bullet points allow key points to be easily scanned.
- And you can do it in a relatively small space.

Source: NT Community Sector Staff Survey 2007



### ...FROM AN EXPERT

Word-of-mouth accounts for at least 85% of the messages people hear. We tend to place a greater emphasis on what those we know say, than those we don't.

So, develop your networks and make sure you've really thought about the most effective way to get your message out there.

Dr Iain Waller, Management & Marketing Consultant  
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