

Top Tips For
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WRITING AN AWESOME JOB AD

ADVERTISE-A-JOB.comTM
your ad. our expertise

Find out how to write a compelling job advert that will rank highly when posted online, attract the best candidates, and help you quickly filter the wheat from the chaff.

INTRODUCTION

Hello.

Thanks for downloading our quick guide to writing an awesome advert, in which we'll reveal a few of our top secrets to help you write better adverts, and attract more candidates.

Now, we don't want to waste any of your time, so we'll get straight to it. (After all, advertising jobs is not rocket science, if we can do it reasonably well, so can you!)

Happy reading.

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IT'S ALL ABOUT THE FIRST 50

Yep, that's right, the first 50 words are the most important when writing an advert that's going to be published on a job board online.

Why? Well, job boards rank your vacancy based on a simple algorithm. This algorithm will quickly score your vacancy's relevance against a candidate's search criteria.

Candidates will ALWAYS search for jobs within a given sector, say, Customer Service, and within 'X' miles from 'X' postcode, town or city.

Therefore, to get a good score and ensure your advert ranks above other, similar adverts when posted online, it is important to include the following in the first 50 words or so...



JOB TITLE

Simple one this, but repeating the job title once (or twice) in the very first paragraph is good practice. With more than 40,000 vacancies posted on a popular job board like Reed.co.uk, Monster, or Totaljobs every week, without a relevant job title, job boards will not know which candidates to serve your advert to and, therefore, candidates won't find it.

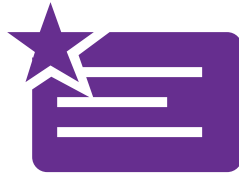


LOCATION. LOCATION. LOCATION.

No job advert will rank well on a job board unless you're specific about its location, as a candidate's job search is always location-centric; they search for jobs within 'X' miles of where they live. So write where the role is based in the very first paragraph.



Candidates will search for jobs within a specific salary range, so make your advert more relevant by mentioning the salary in the first one or two sentences; the job board's algorithms will recognise and reward this, and present your advert to candidates over adverts that don't have a salary range.



SELL. SELL. SELL.

Now you've mentioned the job title, location and salary, the technical stuff is complete (your advert should rank reasonably well online), so use the rest of the first paragraph to sell your company and the opportunity to the candidate. It's important to make your business sound AWESOME.

EXAMPLE

» *A FULLY OPTIMISED (TOTALLY AWESOME) FIRST PARAGRAPH!*

Due to growth, a fantastic opportunity is available for an experienced Sales Manager to join one of the UK's leading suppliers of aluminium windows and bi-fold doors. Based at the award-winning company's headquarters in Stockport, the successful Sales Manager will earn £32,000 to £36,000 dependent on experience, in addition to uncapped commission, plus company car, iPad, and pension scheme.

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SELL THE OPPORTUNITY

Okay, so we've got the first paragraph nailed, which will help a job board understand how relevant your vacancy is to a candidate's search, and therefore determine how well it performs when posted online. Now it's all about selling the vacancy to the candidate, so they apply.

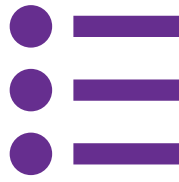
There's no hard and fast rules here, but consider what you'd want to know before applying for a job, if you were a candidate. And remember to use language that's upbeat and interesting – there's a big difference between a job description and a job advert!

- » *Job description = boring list of boring responsibilities and boring tasks that the candidate will be accountable for.*
 - » *Job advert = interesting overview of the position and the opportunity, detailing what the candidate will get up to day-to-day.*
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MAKE IT ENGAGING

Use positive language that will engage a candidate and keep them reading. For example, instead of writing: you will be responsible for a team of six. Write: this is a fantastic opportunity to manage a small but enthusiastic team of six, and develop as a leader within a supportive working environment that champions personal development.



BE CLEAR AND CONCISE

We recommend you write a paragraph on the role, and what the candidate will get up to, and then, for clarity, write a bulleted list of the main responsibilities. This breaks up the advert text and makes it much easier to read and digest for a candidate, while allowing you to get all the main aspects of the role across.



WHO DO YOU WANT TO HIRE?

Once you've described the role, throw in a paragraph about what you're looking for in a candidate. What specific experience or qualifications should they have, what type of character should they possess? For sales, you want someone ambitious and driven. Hiring an accountant? You need someone with an eye for detail that's able to prioritise their workload...

EXAMPLE

Due to growth, a fantastic opportunity is available for an experienced Sales Manager to join one of the UK's leading suppliers of aluminium windows and bi-fold doors. Based at the award-winning company's headquarters in Stockport, the successful Sales Manager will earn £32,000 to £36,000 dependent on experience, in addition to uncapped commission, plus company car, iPad and pension scheme.

Reporting to the Managing Director, the successful Sales Manager will work on large build projects, liaising directly with architects and project managers while managing a small but enthusiastic team of six, developing as a leader within a vibrant and supportive working environment that champions personal development. As Sales Manager, your core responsibilities will include:

- » *Lead, coach, manage and motivate a team of sales executives, acting as a role model for the sales team*
- » *Set challenging yet achievable sales targets for sales executives and monitor/report performance against KPIs*
- » *Generate new leads, identify tendering opportunities and creating sales opportunities through proactive communication and networking*
- » *Secure new contracts which meet the needs of clients and generate profit for the business inline with agreed pricing and margin thresholds*
- » *Working with internal and external partners, to deliver effective co-ordination of all sales-related activities across the board*
- » *Attend exhibitions, conferences and tradeshow as a professional representative the company*

Ambitious and driven, with demonstrable experience within the construction sector, the successful Sales Manager will possess the following skills and experience:

- » *Superb communicator and promoter, able to quickly establish rapport and build relationships based on trust and sound judgment*
- » *Demonstrable success in creating and executing sales campaigns and delivering against sales targets*
- » *Experience of people management and, more importantly, strong leadership*
- » *Entrepreneurial, innovative and adaptable approach in dealing with problems*

3 TOP TIPS FOR WRITING AN AWESOME JOB AD

TOP TIP:

Notice we've used the job title 'Sales Manager' as often as possible. This is to help the advert jump up the job board rankings. The better you optimise your advert for keyword search, the more candidates will see your advert.



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CREATE A CALL TO ACTION

At the end of every great job advert is a strong call to action, to ensure candidates know what you expect them to do in order to process their application.

As a rule of thumb, the easier you make it for a candidate to apply, the more responses you'll receive. However, you can also use your call to action to screen candidates.



ASK FOR A COVERING LETTER TO SCREEN CANDIDATES

A classic call to action is to ask for covering letter in addition to their CV. This sorts the wheat from the chaff, as if they take the time to write a tailored letter, referencing your job advert and the character/experience you're looking for, it says a lot about them.

Likewise, if they write a generic, dull covering letter, or don't bother submitting one at all, you can discount them for being bone idle.



PORTFOLIO

For some technical roles (writers, designers, web developers, etc.) it's worth asking for a portfolio of their previous work. Just as a covering letter will demonstrate their appetite for the opportunity, a portfolio will do the same, while giving you an idea of their capability.

EXAMPLE

» *THE CALL TO ACTION*

If you're interested in the Sales Manager in Stockport position, please submit a covering letter in addition to your CV detailing your specific experience, and telling us why you believe you are the right candidate for this role.

TOP TIP:

Drop in the job title and location in this paragraph again to ensure your advert ranks highly when posted on a job board.



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NEED FURTHER HELP OR ADVICE?

To learn more about Advertise a Job visit: www.advertise-a-job.com

We help companies find great candidates quickly. Get a professionally written job advert, optimised for online use, and posted across the UK's leading job boards.

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