



## WRITING EFFECTIVE JOB ADVERTISEMENTS

A job advertisement should not be confused with a job description. Just like a resume should not include a biography of everything a candidate has ever done, but rather a highlight of the experience and qualifications that make them the best person for the job they are applying for; a job advertisement should not be an exhaustive list of every responsibility, but should sell applicants on the position and your organization and why you are the best company for them!

### ***Here are a few tips:***

**JOB TITLE**- The job title is the first thing readers will see, and is therefore one of the most important parts of your advertisement. People will need to have a basic understanding of what the job is, so it should be recognizable, but it should also entice people to want to look more closely at the posting. For example: rather than Call Centre Agent, Business Services Associate.

**INTRODUCTION**- Pique the interest of potential candidates by starting off with who the position will appeal to or a couple of exciting things about the job. Similar to an introductory paragraph in a novel, it should encourage readers to continue. In many online job boards the first line or two will appear along with job title and may be visible to potential candidates before they click on the full posting.

**JOB DESCRIPTION**- As mentioned above, a full and complete job description is not required for a job advertisement, and your ad will not need to include every minute responsibility attached to the position. A quick general overview of the position along with a couple of the main duties will suffice.

**QUALIFICATIONS**- Differentiate the essential qualifications from the asset qualifications, or simply list the qualifications that are required. A long list of requirements could deter great people who don't possess every single qualification in the ad.

**MAKE IT PERSONAL**- When writing your job advertisement, speak to your audience. Rather than saying "the ideal candidate", or "the person responsible", include "you" statements such as "you will be responsible for.."

**COMPANY INFO**- Without giving too much info, provide some details about the company that might appeal to potential candidates. This could include such things as how long you have been in business, equipment or technology used that would be interesting, community involvement, awards, atmosphere, or work culture.

**SALARY**- It is a good idea to include salary info, or a salary range in your job advertisement. This can save time for both employers and job seekers. This will limit the amount of applicants to those who will work within the range. Why screen through numerous applications, start a lengthy hiring process just to find out that the compensation you are offering does not meet a candidate's expectations?