1. Think about what the job is. You may know the job title, but are you totally clear what the role involves? The more you know about the job you are advertising, the easier it will be to describe it.
2. Who are you aiming at? Who is your ideal applicant? Think about who they are and how to attract them. What do they want to see when they are looking for work? Benefits or convenience? Flexible hours or good rates of pay. Play on your strenghts.
3. What sort of skill sets do they need? Do they need a nursing qualification or will you provide training for apprenticeships? Explain the skills you are looking for that are clearly and precisely.
4. Do your candidates need experience? If so how much and it what areas of work/life are they relevant? Again, be clear if they need a particular background or if you will support them through learning and a career change.
5. What extra-curricular activities am they interested in? It can be a useful exercise to ask applicants to include details of their non-work interests and achievements. This can often be a good indicator of a potential candidate’s social skills, determination and their attitudes towards others.
6. What facts must I include? At the *very least*, your ad needs to include: the name and address of your company with a brief description of the nature of the business; the job title of the position being advertised and a summary of responsibilities; special requirements (including out-of-hours working or travel); closing date for applications; and details on how to reply, and to whom.
7. How do I reflect the personality of the company? Don’t forget that not only are you advertising for work but you are also promoting the company. Include your logo where possible and any ethos or strapline that makes the company feel individual. Typefaces, too, can be used to reflect the personality of your company; Comic Sans is light-hearted, whereas Times New Roman is fairly formal. Make the wording neither too complex nor too light. It is important that you reach out to all types of people.
8. Think about your USP (unique selling point). What is it that makes your company stand out over and above the rest? Do you have particularly beautiful grounds? Do you offer a good pension? Do you have flexible hours available?
9. Have I made the job look attractive? Put yourself in the role of a potential applicant and ask yourself: ‘If I were looking for work would I consider this position?’. If the answer is ‘no’, then the ad isn’t doing its job. Offer training and support where you can and add all the extra benefits on the advertisement.