

Your check list for effective job adverts

Find, convince and engage the right candidates.



Sell your company

My advert is a convincing and honest representation of the company.



The job title

My advert has a specific job title that includes the important key words.



Wording

My job advert avoids the use of unconventional expressions and company/industry jargon.



The job description

My job advert includes a detailed job description (responsibilities, working hours, benefits, challenges, position in the hierarchy and training and development opportunities).



The design

My job advert has an attractive layout.



Maximum reach

My job advert is easy to find for suitable candidates.



Target group

My job advert addresses the right target group (type of candidate).



The 5 “whats”

My job advert answers the 5 “whats” (what we are, what we are looking for, what we expect, what we offer and what we ask for).



Requirements management

My job advert distinguishes between "must haves" and "nice to haves".



Spark interest

My job advert arouses curiosity whilst still answering all basic questions.

Would you like to know more about how to write effective job adverts?
Download our free e-book now!

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