

# 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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