

How to Write a Successful Job Advert

TalentSpa

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Foreword

Dear Sir/Madam,

Thank you for downloading this free guide on how to create a Successful Job Advert

During our daily operations, we spend a lot of time working with clients, optimising their job adverts to ensure that when we post them, they get the best possible results.

Let's face it, there's no point posting a job advert that isn't going to attract anyone – or worse still – attract the wrong type of candidates.

After years of working with clients and optimising adverts for them, we decided to release our internal guidance notes along with a blank job advert template. This way, people can download and use these documents to create the best possible candidate-catching advert – whether they use TalentSpa or not.

This guide will not only show you how to write an advert that is appealing to candidates, it will also show you how to optimise it. By optimising a job advert, you increase the chance of it appearing high up in Google (and other search engine) results, meaning you'll get more applications from people looking specifically for a role like yours.

If you'd like to know about we can take away all of the legwork and save you thousands, please don't hesitate to contact us by calling **0844 8700 926** or via email info@talentspa.co.uk

Introduction

The key to all of this is in the title of this document – advert.

Your job here is to write a document that completely sells your company, the role and the benefits (not just financial benefits). These guidance notes will help you do just that.

Beneath each section I've also included a quick example based on a Recruitment Consultants role in Watford town centre.

Search Engine Optimisation (SEO)

The two most important things for optimising your job advert are:

1. Ensuring the job title appears 5-7 times in the text. This is known as the search term and by including it several times, it increases its visibility to search engines. I've underlined where the term Recruitment Consultant appears in the example advert on the last page
2. Include the postcode in the advert. By doing this, you enable the job boards to easier index it.



1. Job Title

It's important to consider job title when thinking about optimisation. You want a common job title that lots of people search for. This will dramatically increase your adverts visibility and meaning it'll get seen by a lot more candidates.

Example: Recruitment Consultant

2. Location

Put in the town and county as well as any local amenities such as train stations, bus stops, shopping centres etc.

Example: Watford Town Centre, WD17 1LU – 6 minute walk from Watford Junction Train Station, 200 metres from High Street.

3. Salary

It's well known in the industry that job adverts with salaries on get a much higher application rate. Candidates sifting through jobs want to know what they're going to get in return and if it's worth applying for a job. Imagine putting in a load of effort to apply for a job, only to find out that the salary on offer is £5000 less than what you're currently being paid. This is the reason people tend to ignore ads without a salary on.

Example: £24-26,000 (plus 5% commission on new business)

4. Contract

Is this a full-time or part-time role? Is it a permanent contract or are you looking for a temporary member of staff?

Example: Full-time

5. About Us

Write a paragraph selling who you are as a company. Are there a couple of sentences that describe where you came from and why you do it? What is your company culture and what are the people like who work there? What are your goals as a company? Are you already the market leader in your field (or are you planning to be)?

This paragraph should be 3-5 sentences (again) selling your company. A candidate should read this and want to come and work for you.

Example: We're an energetic, friendly team of hard working Recruitment Consultants with a position to fill following a year of strong growth.

Founded in 2011, we provide recruitment services for large clients such as BP, Tesco and Barclays. Working with clients such as these means we have to be extremely customer focussed, ensuring they get the best service and support every step of the way.

Located in Watford town centre, our close proximity to the business park and transport links into London means we're key player in the capital's recruitment industry.

6. About the Role

This section is crucial to engage and interest the candidate. A short overview is all that's needed, but each of the 3-5 sentences should be clear and concise about the following:

- Daily tasks
- Responsibilities
- Opportunities for personal growth
- Who the candidate will work with on a daily basis (internal or external)
- Who the candidate will report to

Example: We're looking for an enthusiastic, ambitious Recruitment Consultant to join our team. The successful candidate will be working with large clients and therefore must have great interpersonal skills, be intelligent and be very well organised. As we're in a service-based industry, the candidate must be very customer focussed and have had some related experience as a Recruitment Consultant, general sales or customer service.

7. About You

This section should be 4-8 bullet points explaining exactly the type of candidate you want. It's important to be clear; as anything missed out (or unnecessarily added) can either attract lots of unsuitable candidates (or put-off lots of suitable ones).

It's good practice to have 'Required' and 'preferential' subheadings. By doing this, you will get some people apply who meet all of the required criteria and only a couple of desired ones, but are driven and keen to learn and perfect for the job.

Example:

Required

- Great interpersonal skills
- 2 years related sales experience
- Enthusiastic and ambitious
- 5 GCSEs A-C (including Maths and English)

Preferential

- Competent on Microsoft Word and Excel
- Experience as a Recruitment Consultant
- Excellent organisation skills

8. The Benefits

In this section, write a bullet point for each of the rewards that the candidate will get for working at your company. Whilst monetary rewards such as commission, bonuses and a competitive salary are great, they're not the only thing that will attract candidates.

Studies* have proven that many people respond better to verbal praise than to monetary rewards, so with this in mind, write 4-8 key bullet points down for this section.

Example:

- *5% commission on new business*
- *Performance-based annual bonus*
- *24 days holiday*
- *Experience working with large international clients*
- *Working with industry leading recruitment consultants*
- *Regular NASP (National Association of Salespeople) training*
- *Internal progression opportunities*
- *Great pension*
- *Dental and healthcare plan*
- *Free on-site parking*

* <https://www.psychologytoday.com/blog/mind-the-manager/201306/new-employee-study-shows-recognition-matters-more-money>

9.Apply

Always have a ‘how to apply’ section on the job advert. If it’s unclear how applicants can apply, you may be missing some excellent potential employees.

Thank you for taking the time to download this guide and read through the notes. We hope it's been of help to you and will aid you in recruiting your next star employee.

If our fantastic team can help you with any recruitment services, please don't hesitate to give us a call on **0844 8700 926** or email **info@talentspa.co.uk**

Good luck,

TalentSpa Team

Example Job Advert

Recruitment Consultant

Location: Watford Town Centre, WD17 1LU – 6 minute walk from Watford Junction Train Station, 200 metres to High Street.

Salary: £24-26,000 (plus 5% commission on new business)

Contract: Full-time

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How to Apply