

# RECRUITMENT ADVERTISING GUIDE

*Writing Recruitment Ads That Work*



# CONTENTS

Introduction	3
Identify your audience	5
Write your ad	7
Place your ad	12



# INTRODUCTION

**W**riting an effective job ad is a vital part of the recruitment process but it can be a challenging and daunting task. Get it right and you'll attract applications from sought-after talent while positioning your brand as an employer of choice. Get it wrong and you risk making a poor hire or even worse, damaging your wider employer brand.



## TIP:

A bad hire can cost your company up to 30% of a yearly salary!

Remember, today’s jobseekers are very active on digital, mobile and social platforms. They have a voice and aren’t afraid to make referrals, influence and share job hunting tales with their peers.

Candidates and employees regularly post job-related content and feedback via social media channels and employer review sites such as Glassdoor and Indeed, so it’s absolutely vital to get your job ads right and create a positive first impression of your business. Job ads are employer brand content that you control so make the most of them! This Recruitment Advertising Guide gives you a few pointers to put you on the right track.



**TIP:**  
The majority of job seekers read at least six reviews before forming an opinion of a company.



# IDENTIFY YOUR AUDIENCE

## CHAPTER ONE

Start by defining exactly who you are trying to recruit. Consider:

- ▶ What are their behaviours, skills and priorities?
- ▶ Where are they likely to work now?
- ▶ What form of messaging will they respond to?
- ▶ What type of media can we potentially use to reach them?

Remember the job ad isn't just a list of skills and experience you want the candidate to have. It's an opportunity to sell the role and to tell candidates what makes your business unique.



Rather than recycling an old ad, really take the time to think about the most important points of your particular vacancy. What will the candidate get out of the role and what can you offer over your competitors?

Your team members might also be able to point you in the right direction and provide some relevant suggestions from their perspective. Your best current employees will help you to define the type of person you're looking for. Think about what makes them great and why they enjoy working for the company.

**If you don't know - ask!**

Spending so much time at the start of the recruitment process might seem like a hassle but it will pay dividends in the quality and fit of the applicants you attract for the role.



**TIP:**

Different generations (such as Millennials or Baby Boomers) have completely different outlooks, strengths and weaknesses with regard to working life.



# WRITE YOUR ADVERT

## CHAPTER TWO

**W**hen you have a clear idea of your target audience and what you want to say, you can start thinking about the wording of your ad.

Remember: less is more. Today's candidates are short of time and have a lot of choice when it comes to roles to choose from. Your job ad needs to get to the point quickly. You only have a few seconds to grab their interest and that's it!

**Your text should not be a full job description** and it doesn't need to cover every aspect of the role - think of it as a teaser to create awareness and draw interest.

## Here are our top 10 job ad tips:



Focus on the emotional benefits of the role and if applicable, the opportunity to contribute to meaningful work or give back. This is especially important when targeting millennials.



Prepare a separate job ad for every role you are recruiting for. Adding multiple locations or roles would be confusing, and job boards do not accept multiples in one listing either.



The job title used in your ad is vitally important. Make sure that you use an obvious, widely used and commonly searched-for term - even if your organisation uses different titles internally. If you're not sure what term to use spend some time researching what others do.



Your introductory paragraph is another important component as the first 100 words may appear in online search results and need to grab the candidate's attention. Follow a basic formula of:

- ▶ What (is the role?)
- ▶ Where (is the specific location?)
- ▶ When (working hours and shift patterns)
- ▶ Why (should candidates apply?)



### TIP:

Use [google.co.uk/trends](https://www.google.co.uk/trends) to compare popular search terms for job titles.



### TIP:

Company culture is one of the top five most important factors job seekers consider when looking for a new job.





Include relevant keywords. Keywords are the search terms candidates will be using for their job search which could include qualifications, skills, experience and sector-specific wording. Try to use the job title and word 'job' three to four times.



Throughout the advert, keep the tone warm and welcoming and be sure to mention that you're committed to diversity in the workplace and individuality is valued. Talk to the candidate on their level and use the word 'you' rather than 'the successful applicant'.



You can then go on to talk briefly about your business, culture and the top-level details of the role you're recruiting for.



Next, outline what you're looking for from the candidate by way of skills, experience and the attributes they need to have.



Conclude with details on salary, benefits and anything else they can expect from your business.



End with a strong and clear call to action so candidates know exactly how to apply.



### TIP:

If you use too many keywords in your job advert, Google will lower its position in the results. Only use the most relevant terms, no more than 4 times.



### TIP:

If you can't disclose salary information, invite the candidate to contact you for more information instead.



## What not to do

Remember, it's illegal to advertise for specific personal characteristics or to discriminate against specific demographics in any way. As a general guideline, it is unlawful to discriminate against anyone, both at work and in job adverts, based on the following protected characteristics:

- ▶ Gender
- ▶ Religion or belief
- ▶ Gender reassignment
- ▶ Age
- ▶ Marriage and civil partnership
- ▶ Race
- ▶ Disability
- ▶ Pregnancy and maternity
- ▶ Sexual orientation

Make sure that your copy is inclusive and clearly states that you welcome all applications and are firmly committed to diversity in the workplace.

# What a good job ad looks like:



## **Customer Service Advisor**

Peterborough  
Permanent  
£18,500 + OTE

An award-winning telecoms company is looking for customer-focused individuals to join their expanding customer service team, based in Orton Southgate, Peterborough. Your primary role will include handling calls regarding customer contracts and assisting with general enquiries.

This is a fantastic opportunity to join a warm and welcoming team on a permanent basis and really make a difference to our callers' customer service experience.

We love what we do and want you to enjoy every day you work with us. As Customer Service Advisor, your main duties will include:

- ▶ Providing efficient and high quality customer service
- ▶ Supporting customers with enquiries regarding their contracts
- ▶ Processing customer service requests
- ▶ Ensuring all calls are accurately logged

The Customer Service department is open 7 days a week. Therefore, you will be required to work 40 hours per week on a shift rota between the hours of 8am - 8pm.

Any previous experience is desirable and you'll have excellent communication skills and a confident, professional telephone manner. GCSE's or equivalent of A-C grade including Maths and English are also required.

### **Benefits include:**

- ▶ 23 days holiday + bank holidays
- ▶ Full and comprehensive training
- ▶ Up to 5% performance based bonus
- ▶ Weekend shift allowance
- ▶ Daily lunch allowance
- ▶ Contributory pension
- ▶ Free on-site parking
- ▶ Subsidised on-site canteen

If you think you have the relevant skills and experience for this fantastic role, please apply today.

We are committed to diversity and flexibility in the workplace. If you require any reasonable adjustments to support you during the application process, please tell us at any stage.



# PLACE YOUR ADVERT

## CHAPTER THREE

**W**hen you think of recruitment advertising you may automatically picture traditional print advertisements in the recruitment pages of your local paper.

However, traditional print advertising is no longer as effective as it once was.

If you're looking for a more cost-effective, powerful and wider-reaching way to connect with both active and passive talent in today's competitive jobs market, you'll need to look beyond print to job boards, mobile apps and social media.



### TIP:

According to Indeed, 9 out of 10 jobseekers now use their mobile phone in their job search.



## Social recruiting

If you're not active on social media yourself it can be difficult to know how to start, but sites such as LinkedIn and Facebook are free to use and can really help distribute your job advert to a wide and relevant audience. They also help to build word of mouth for applicants and to drive referrals from existing employees.

After posting your job ad on job boards and where possible, your own dedicated careers site, sharing on social media is often the next step. Hard to fill or high volume roles can potentially be promoted via your company's main social accounts to all of your followers however this is not possible or necessary for every role as social content needs to be varied on and not solely focussed on jobs. An easy solution is to post a short message including a link to the job advert out to your own personal social media followers (particularly on LinkedIn) and encourage the rest of your team to do the same.



### **TIP:**

70% of candidates would be more likely to apply for a role if they see positive feedback from followers on the company's social media pages.



## What good social media posts look like

Here's an example social media post to promote the Customer Service Advisor role:



Here is the type of wording we would recommend using on Twitter:



### **TIP:**

Before you post to any job board or social network, proof your copy then proof it again to make sure there are no typos or auto-correct blunders. Better still, ask someone else to!

## Facebook & LinkedIn

Here is the type of wording we would recommend using on Facebook and LinkedIn:

*An award-winning telecoms company in Peterborough is seeking a Customer Service Advisor to join an expanding Customer Service team on a permanent basis.*

*This is a unique opportunity to join a warm and welcoming team and really make a difference to the customer service experience.*

*As a Customer Service Advisor you'll be providing efficient and high quality customer service and support customers with enquiries regarding their contracts.*

*Find out more and apply: [bit.ly/1gg2h](https://bit.ly/1gg2h)*



## Colleges and universities

Another avenue for sourcing talent is from local colleges & universities.

Often these facilities have alumni websites or students looking for relevant experience during holiday breaks. It is often the case that roles can be advertised for free on the dedicated careers websites and in order to further advertise, universities can sometimes allow flyers and posters, as well as attendance at their careers events.



# CONCLUSION

It may seem like there's a lot to consider when writing the perfect recruitment advert, but taking the time to properly plan, identify your audience, write your ad and share it across the most effective channels will prove invaluable. Not only will you ensure you secure the interest of top talent for your vacancies, you'll also be doing wonders for the development of your employer brand. Recruitment ads are a key component of your employer brand content and should be given the attention they deserve.

Make sure you allow time to tailor your activity for each role and you really will reap the rewards!



The background is a dark blue gradient with various white and light blue line-art icons. These include: an '@' symbol, a group of three people, a handshake, a laptop with two icons on the screen, a person with a speech bubble containing an equals sign, a person pointing to an upward-trending arrow, a gear, a document with a person icon, a person with a speech bubble, a person with a checkmark, a puzzle with four pieces, a person with arms raised in a trophy, a hierarchical organizational chart, a person with a magnifying glass, and a globe with a location pin. Dashed lines and plus signs are also scattered throughout the background.

# GUIDANT IRC

Proud to be part of the Impellam Group

11 Ely Place, Dublin 2, Ireland

T: 01 661 0644

F: 01 661 0648

[www.guidantirc.ie](http://www.guidantirc.ie)

