

How to Write an Effective Job Advertisement

By Kate Sykes, Founder of www.careermums.com.au

Just as a resume can play a critical role in securing a job interview, a well-written job advertisement can make a huge difference in attracting great candidates. Every day I watch new jobs being posted on CareerMums, and I can tell which job advertisements will be successful or not.

The national skills shortage is providing skilled job seekers with many job opportunities so it is important to make sure that every job you advertise is a sales pitch for your business.

To get the ball rolling, you need to be clear on the role you want to fill. What tasks will the person need to carry out? How often do you need someone to work – for example, will it be a part time, full time, or job share? Can you offer flexible hours such as work during school hours? Is the person required to work at your office or can they work from home? How much are you willing to pay for experience and will this impact the hours the person will work? Once you are clear on the scope of the role, you are then able to start writing your job advertisement. Your job advertisement should ideally contain the following components (not necessarily in this order):

1. **What do you do:** What does your company do? Why would someone want to work for you? Job satisfaction is critical to good work performance so paint a picture of your business and your work environment. Also, you will have a better chance of attracting like-minded people who may share your passion.
2. **What is the job:** Specify the job title and tasks. It is important here to be specific rather than general so job seekers can directly match their experience to the requirements of the job. This will help you when you are reviewing your applications. Also you should provide a salary range. Job seekers like to know upfront if the salary is in line with their level of experience and other similar roles being advertised.
3. **Who are you looking for:** What experience do candidates need to have? Does their experience need to be industry specific? Do you prefer candidates to have at least 5 years of experience in a similar role for example? Do they need to speak fluent English? Must they be an Australian citizen or is it ok if they having a working visa? Again, the specific nature of your requirements will help you to benchmark your applicants. The process of rejecting or accepting applicants will be simplified.
4. **Flexibility Options:** Are you able to offer flexible working arrangements? The national skills shortage is making it harder to find skilled and experienced applicants. By offering flexibility, you can tap into return-to-work parents and mature aged workers. Consider the flexibility you are willing to provide for the right person.

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5. **Branding and Contact Information:** Make sure you add your logo to promote your brand. Also add your contact details so applicants have the option of calling you first before applying for the role. This tactic can reduce the number of unsuitable applicants applying for your role.
6. **Request a Cover Letter with the Resume:** Ask your applicants to respond with a cover letter. The cover letter should address the applicant's experience with the requirements of the job. A cover letter will also help you to assess their writing skills. This may be an important component of the job.

If you need assistance in writing a job advertisement, email info@careermums.com.au