

# Job advertisements/ *job adverts*

For job seekers from recruiters/ employers

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## ***The job is a product.***

It's necessary to write an effective job advertisement.

The readers of the job adverts are potential customers.

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The aim of the job advertisement is



to attract attention and interest;



to communicate quickly and clearly the essential (appealing and relevant) points;



to provide a clear response process and mechanism.

# AIDA format

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Job adverts and recruitment processes should follow the classical **AIDA** selling format:

**A** – Attention

**I** – Interest

**D** – Desire

**A** - Action

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**Good job advertisements** must

- **attract attention** from appropriate job-seekers by establishing relevance in the minds of the ideal conditions,
- **build** interest to the information in an original way;
- **create desire** by pursuing what looks a great opportunity,
- **provide** a clear instruction for the next action or response.

# Principles of job adverts

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Avoid the following traps:

-  over-designed graphics (distracts and slows reading);
-  extravagantly presented layouts and words (distracts and slows reading);
-  too small or too large type-style;
-  capital letters;
-  lots of words in italics;

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- printing in daft colours or tints against a coloured, patterned or picture background;



clever or obscure headlines;



coded communications;



too much technical details about the job or the company;



too many words;



boring description of roles;



too much emphasis on the job and not enough on the person;



weird advert box shape;



huge half-page or whole page or double-page spreads.



# Job adverts writing tips

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- Use one simple headline and make it relevant and clear;
- describe (in an inspirational manner) the main purpose of the role;
- use simple language to make an advert easily to read;
- use the language that your reader uses;
- use short sentences;
- use short-sized paragraphs;

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- use simple type-styles (Arial, Tahoma, New Roman Times etc.);
  - use 12-20ish point-size for headings and subheadings;
  - use 10, 11, 12 point-size for the main text;
  - use simple black (or dark) colours on a white (or light coloured) background;
  - try to incorporate something new, innovative, exciting, challenging (people are attracted to new things)

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- stress what is unique;
  - job advert statements and descriptions must be credible;
  - remember AIDA.

# Job advert items

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- Job title
- Employer or recruitment agency
- Job base location
- Succinct description of business
- Organization/ location activity and market position and aims
- To whom the position reports
- Outline of job role and purpose – expressed in the “second person” (you, your etc.)

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- Indication of scale, size, responsibility, timescale and territory of role (full-time, part-time, permanent, contract)
  - Outline of ideal candidate profile (expressed in “second person”)
  - Indication of qualifications and experience required
  - Salary or salary guide
  - Other package details (pension, car, etc.)
  - Contact details (address, phone, fax, email)



Спасибо за внимание!

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