

Job advertisements/ *job adverts*




For job seekers from recruiters/ employers

The job is a product.

It's necessary to write an effective job advertisement.

The readers of the job adverts are potential customers.

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

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

A – Attention

I – Interest

D – Desire






A - Action

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

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;

- 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;

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-  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

- 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

- 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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