

The 6 ingredients of the perfect job advert

Writing job adverts that attract the *RIGHT* candidates and repel the bad ones.....

1 - Give your advert a great job title

You want to attract great candidates, start with a great title! It doesn't have to be the job title that appears on your organisation chart or in the job description; this job title is the equivalent of the subject line in a marketing email. It needs to grab your candidates attention.

2 - Describe what you're looking for... and what you are NOT looking for

Describing what you're looking for goes without saying but something which is often overlooked (and super important) is describing what you're **not** looking for. Here is your first opportunity to scare off the bad candidates We love the '**you will**', '**you will not**' technique.

You will...

- ...be responsible for managing multiple projects
- ...be on the phone for 50% of your day
- ...deliver outstanding customer service
- ...work the occasional late night
- ...attend off-site client meetings
- ...use your initiative and make decisions
- ...be rewarded for hard-work

You will not...

- ...hide behind email
- ...be patted on the back every 5 minutes
- ...be micro-managed
- ...be spoon-fed opportunities
- ...be bored
- ...be someone who turns on their out of office for a two-hour meeting

Candidates will read through the list and think, "this is me" or "this sounds awful". You don't mind which, you're winning as you've attracted the right candidates and repelled the bad!

3 - Say something intriguing

Put something intriguing in the advert. A good candidate will want to find out more; the bad candidates will be worried by the unknown. Some great examples we've seen include "Right now we have two major challenges in our marketplace, we will need your help to solve them" and "this job is not easy. If problems scare you, please don't apply!"

4 - Set your criteria and be bold!

Many managers are scared of offending people, don't be. You know what your criteria is, so make it clear in the ad. If you require specific qualifications, clearly state what they are. If you require experience of a particular piece of software state precisely what they will need to demonstrate **IN THE INTERVIEW**.

5 - Sell the benefits

Candidates want to know what's in it for them. Tell people what you can offer them **other than money** e.g. Will they be working with an experienced colleague they will learn from? Does the team have regular nights out together? Can you offer flexible hours to suit travel and childcare arrangements?

6 - Ask for an application

If you don't ask, you don't get. Say something like "If this sounds like you and you're looking for a new challenge, apply now!"



Example Job Advert

Writing job adverts that attract the RIGHT candidates and repel the bad candidates.....

1 - Great job title:

Business Development Expert in Creative Media

2 - Describe what you're looking for... and what you are NOT looking for

We're looking for a Business Development Expert to join our Media Agency in Oxford. You will be responsible for finding leads through web research and our existing database, contacting new and existing clients to introduce the company and its services and, ultimately, increase sales revenue. To be successful in this role:

You will...

- ...carry out thorough prospect research
- ...confidently introduce and pitch to clients
- ...attend lots of meetings, online and in person
- ...manage a large pipeline of clients
- ...have a good eye for identifying sales opportunities
- ...think logically
- ...probably double your salary in commission
- ...attend client outings and occasionally work late

You will not...

- ...expect a pat on the back every 5-minutes
- ...be lazy
- ...give up when something isn't going right
- ...be bored

3 - Say something intriguing

We are excellent at delivering high-quality projects on time; our challenge is getting in front of new clients and selling more in order to grow, we need your help to do this. This is going to be a highly challenging task, so if hard-work and long days scare you, please don't apply.

4 - Set your criteria and be bold!

We want candidates who have a degree level of education, 3-years' experience in B2B media sales and a working knowledge of enterprise-level CRM.

5 - Sell the benefits

This role represents an opportunity to learn from successful people and the chance to progress within 12-months. We have a company pension scheme, flexible work hours and employees can work remotely as they please. You will have 20 days holiday per year, rising to 25 in subsequent years (excluding bank holidays, of course!). Our offices are an exciting environment to work in and has pool tables, table football and a casual dress code.

6 - Ask for an application

This is an opportunity to join a team of hard-working, success-driven individuals within an affluent and successful company. If you're up for a challenge, apply now or call us on 01865 655 298 for more information.

