

3. How to Create an Effective Job Advert

1 OVERVIEW

You have defined the role you are looking to fill and written a job description and person specification. Now it is time to let people know about your vacancy!

A carefully written and compelling job advert can help you to attract candidates with the right skills, experience and aptitudes for the vacancy you are filling. This may be the first time a candidate has any awareness of your company, so it is also a great way to market the role and your business.

2 RELEVANT LEGISLATION

The Equality Act 2010 makes it unlawful to discriminate against job applicants because of a protected characteristic. Protected characteristics are; age, disability, sex, race, sexual orientation, religion or belief, marriage and civil partnership, pregnancy and maternity and gender reassignment. Ensure that you are not using language in your job advert that is potentially discriminatory.

3 KEY ELEMENTS FOR YOUR JOB ADVERT

Job Title - Make sure that the job title you choose is appealing to the people reading the advert and accurately reflects in summary what the person will do. Include terms and words that qualified job seekers will include in their job search.

Short Introduction - A short, snappy introduction will catch the reader’s attention and help them quickly assess if the role is appropriate for them.

Role Responsibilities - List the main tasks the successful applicant will be expected to undertake.

What does your ideal applicant look like? - What skills, qualifications or attributes will your ideal applicant have? If there is anything essential that the job holder must have in order to perform the role, be honest about this in the advert. This will enable applicants to filter themselves in or out of the application process which saves everybody time. The quality of the applications is usually better than the quantity in this instance. It is usually preferable to have a smaller number of high quality applicants than hundreds of irrelevant applications.

Rewards and Benefits - Include salary information in the advert. You can also highlight some of the benefits and perks that your company offers. This enables you to outline what differentiates you from the competition and why a candidate should want to come and work for you rather than another company. Let them know key benefits and ‘what is in it for them.’

Location - Describe where the job is located. This will help a job applicant decide if the position is right for them. Ensure you highlight any benefits, for example if you have free parking or if the office is near the train or bus station. If there is a requirement for travel as part of the role, or any other essential requirement, include it in the job advert.

Your company - Give a brief explanation of the business. A candidate should conduct their own research into the company and industry before attending an interview, but include a brief overview in the job advert.

How to Apply - If the candidate decides to apply for the vacancy, make it clear how they should do this (for example, send a CV and cover letter or complete an application form).

4 OTHER CONSIDERATIONS

Nearly 40% of employees who leave their jobs do so within the first 6 months. This high figure is often due to the job not being what the employee thought it was going to be. Having a structured, well thought out recruitment process can help to reduce this figure for your business. Being open and transparent in the job advert can help with this.

Ensure you have your recruitment strategy and timeline organised. This will ensure that you are ready and able to interview candidates without any unnecessary delay which could lead to losing candidates to another employer. You could include the interview process and possible interview dates in the advert, so that candidates know what to expect and can plan ahead.

Consider where you will advertise the vacancy. There are many ways to advertise your vacancy, including social media and online job boards. It is good practice to inform any existing members of staff of the opportunity and advertise externally in at least two places to ensure that a suitable range of people see the vacancy.

5 NEXT STEPS

- Consider the key elements you need to include in your job advert.
- Think about what will attract candidates to your vacancy and make this clear in your advert. What is in it for them?
- Ensure you do not include any information in your job advert that could be considered potentially discriminatory.

6 FACTSHEETS & TEMPLATES TO HELP

- How to Create a Job Description and Person Specification
- How to Review Job Applications
- How to Make an Offer of Employment
- Promoting an Equal Opportunities Workplace and Avoiding Discrimination
- Job Application Form

7 FOR MORE ADVICE AND INFORMATION

ACAS - (Advisory, Conciliation and Arbitration Service) free and impartial information and advice to employers and employees on all aspects of workplace relations and employment law. www.acas.org.uk

Achieve in Bath & North East Somerset - free recruitment support, advice and help. Matching job seekers, employers and course providers to help employers recruit, train and retain employees. www.achieveinbathnes.co.uk

Future Bright - free help & support for businesses and employees to realise their full potential. Provide access to training and development, workshops and networking. HR support to promote career progression and best practice to attract and retain staff. www.futurebright.org.uk

Bibliography - this fact sheet was produced by Rathbone HR Solutions in association with Cool Ventures Ltd in December 2018 with content sourced from; HR Inform (www.hr-inform.co.uk), ACAS (www.acas.org.uk), CIPD (www.cipd.co.uk), the pensions regulator (www.thepensionsregulator.gov.uk/en/employers), HMRC (www.gov.uk/government/organisations/hm-revenue-customs), the Information Commissioner's Officer website (www.ico.org.uk)



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