



## **Crafting Effective Recruitment Advertising**

Follow these guidelines to create an effective **job advertisement**:

- Job Title
  - Use a title that is recognizable and common for this type of job. Also include an industry designation. Do not use internal jargon or vague phrases like “level III” or “production coordinator.” Instead try “Experienced Software Help Desk / Customer Service” or “Project Manager – Construction.”
  - Identify common job titles by searching Monster or CareerBuilder for the title you have chosen. If your search does not yield results or the job postings you find outline completely different duties than yours, try a different title.
- Job Duties and Compensation
  - Begin with a header or secondary title that emphasizes the most attractive points of the position, such as:
    - above market compensation
    - exciting duties
    - great work location
    - opportunity for advancement
    - great work environment
  - Write a brief paragraph and a short list of bullet points to convey the most important aspects of the position. Be sure to include the location, job title, salary, primary duties, and reporting relationships. It is okay to repeat key items in the paragraph and the bulleted list.
  - Be sure to sell the job highlighting the most attractive features.
- Company description
  - Not every business is well-known so it is important to include a description of the employer and the core business of the company.
  - Sell the company. Make sure to describe why it is a good place to work.
  - You do not have to include the name or web address of the employer in the advertisement.
- Job requirements
  - Use a bullet point list to outline the desired experience level, education level, specific skills, certifications, and software knowledge that the ideal candidate will possess.