

WE KNOW

HUMAN RESOURCES

WRITING JOB ADVERTISEMENTS

QUICK GUIDE

This Quick Guide has been provided to assist your organisation to maximise the effectiveness of advertisements as part of your recruitment and retention strategy.

ADVERTISING

Only 20-30% of all jobs are actually advertised. Our tightening labour market is making it harder and harder to attract quality applicants. Gone are the days where applicants need to sell themselves – to ensure quality applicants you now need to sell your organisation and ensure that you let people know the advantages of working for your organisation.

PREPARATION

Before writing your advertisement, think about the type of people that you want to attract and then think about what they might value and appreciate. Ensure these values are highlighted clearly in your advertising. Think about where you want your advertisement to appear. The local paper may not be the only solution. Internet job sites are increasingly popular and value for money. Trade/professional magazines and other industry specific organisations may reach the greatest amount of suitable applicants.

ADVERTISING FORMULA

Just by looking in the situations vacant section of the media, you will see that there are many ways of writing job advertisements.

Applying the following four steps is just one formula.

Step 1 – Grab Attention

Your first goal with any advert is to attract attention, to gain the interest of the person scanning the adverts. You can gain interest with the advertisement heading. This is the most important part as it will cause the person to stop and read on.

Step 2 – Interest

After getting their attention, you must now gain their interest. The first few words must keep their attention. They should build or add to the heading of the advert.

Step 3 – Desire

This is where your prospective employee should learn more about the position and start to want it. This will be the bulk of your advert and should include the key attractions in the role.

Step 4 – Action

This step highlights what your applicant needs to now do i.e. click on a link or complete an application.

CONSIDERATIONS

Consider the following points which may or may not be applicable, depending on the mode of advertising:

- Use white space or colour as an eye catcher and for clarity.
- Ensure the words you use are attractive to the personality type you are trying to reach – dynamic, ambitious for example.
- Use the advert to explain who you are and what you do – what attracts people to your firm, are you a market leader, an employer of choice, a career provider.....?
- Make the offer sound attractive. What will you provide in the overall package – don't neglect things such as career development, job security and a diverse range of duties.
- What are the objectives of the job?
- Is the position full time or part time – or is this negotiable?
- What qualifications, competencies, skills and experience are required?
- Any unusual aspects of the job – shift work, travel, overnight stays?
- Who is the best contact person? Invite queries to them.
- Make sure your instructions are very clear on how to apply.
- Make sure there is a closing date for the application.

GOOD FAITH

The principle of good faith underpins the Employment Relations Act 2000 and requires that the parties to employment relationships do not directly or indirectly mislead or deceive each other and be active, responsive, communicative and constructive in establishing and maintaining relationships. You need to bear this in mind when describing the role and / or the conditions.

THE FAIR TRADING ACT 1986

Overstating the actual job in an advert will only attract people who may not stay. If they find that the advertisement is better than the reality or that the opportunities were not as they were presented, the appointment may very well be short term. It is important that whatever the advert states - and whatever an interviewer says - will stand up to scrutiny otherwise the employer could be held liable under the Fair Trading Act.

With certain, limited exceptions, it is unlawful for an employer to discriminate against an employee or a candidate for employment on the basis of:

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| • Sex (male, female, pregnancy & childbirth) | • Disability |
| • Marital status | • Age |
| • Religious belief | • Political opinion |
| • Colour | • Employment status (unemployed, benefit recipient) |
| • Race | • Family status |
| • Ethnic or national origin (nationality or citizenship) | • Sexual orientation |

To protect against claims of unlawful discrimination attention must be given to the content and wording of job advertisements.

For further information on this or any other aspects of employment relations/human resource management, please contact The Chamber, email info@cecc.org.nz or phone 03 366 5096.

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