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Great jobs for bright people

Recruiter Guide

How to improve the success of your online recruitment advertising

Choosing the right job board

As an employer, choosing the right job board for your vacancy is crucial to the success of your online recruitment campaign. If your job advert is on the wrong job board, you could be wasting valuable time & money. This list provides you with the key questions you need to ask when choosing a job board.

- **Who is their target audience?**
  Does it deliver the right candidates for your job? There is little point advertising on a job board whose audience are primarily Sales & Marketing when you are looking for Biology Lecturers.

  Generalist vs niche job boards
  There are two different types of job boards – generalist and niche. A generalist job board (e.g. Monster) will cover a majority of industry sectors and provide access to a broad spectrum of jobseekers. Whereas, niche job boards, such as jobs.ac.uk, will cater for a specific industry sector and provide recruiters with a more targeted audience of jobseekers.

- **Are there similar vacancies on the site?**
  If the job board doesn't carry jobs like yours then it won't attract people looking for jobs like yours. Also look to see who advertises on the site. Are any of them your competitors?

- **How many people use the site?**
  How many unique users per month does the job board have? What are the audience numbers for your specific discipline?

- **What are the audience demographics?**
  How much experience does the audience have? What is their highest qualification? Where are they located? Researching the demographics will help you to determine how suitable the site is for advertising your vacancies.

- **How much does it cost?**
  What's the cost? How does it compare with similar job boards? Is it more or less expensive?

- **What other services do they offer?**
  Advertising jobs is just the start. Look out for button advertising, email alerts, recruitment microsites and CV database access; all which can help to increase your chances of online recruitment success. Be sure to ask about what else is available.

- **Is there account management?**
  Many job boards offer the option to post a job yourself, but this isn't always the best option. Most recruiters aren't experts in online recruitment or choosing the right keywords/categories to make their adverts work on a job board. Therefore, an Account Manager can be a great source of advice and assistance to ensure your recruitment campaign is successful.

- **Get independent advice**
  Look for independent figures to back up job board statistics. For example, NORAS, the world's largest online recruitment research survey, provides **free** independent data to help you assess and compare the audiences of different job boards. Visit www.noras.co.uk for details.

How to assess a job board checklist

- ✓ How many jobs are on the site?
- ✓ How many jobs are similar to the one you are recruiting?
- ✓ For senior or specialist roles, what jobseeker targeting options are available?
- ✓ How long can your advert be displayed for?
- ✓ How many competitors use the site? (Identify similar roles, compare pay etc)
- ✓ How large is the jobseeker audience? Unique users? Jobs by email subscribers?
- ✓ How qualified is the jobseeker audience?
- ✓ Where are the jobseekers located?
- ✓ Do they have a CV database?
- ✓ When searching for the job title on search engines, does the website show on page one of the listings?

Writing an effective online job advert

Writing an effective job advert to attract the best talent is a very important part of using any job board. In order to get the best results from your online recruitment advertising, always consider the following:

- **Think like a jobseeker**
  Your advert must connect with the audience. Try putting yourself in their shoes. What will they be looking for? Try searching for similar jobs to the ones you want to advertise. Also ask someone who is already doing the same job about what would make them apply.

- **Use a descriptive job title**
  Is the job title meaningful outside your organisation? Job boards place a stronger emphasis on the relevance of job titles so avoid using vague or internal terms that jobseekers are unlikely to be searching on. Try repeating the job title in the body of the advert to further increase the relevance in job searches.

- **Think about your opening paragraph**
  Make sure your opening paragraph is short, punchy and informative - this is the first thing a jobseekers reads. Some job boards also show the first few lines of the advert in their search results so don't waste this opportunity with generic or less important information.

- **Location, location, location**
  A key element of how people search for a job is location so it's essential that you include the town/city, region, country or even campus where the position will be based.

- **Include salary information**
  Jobseekers are far less likely to apply to a job with no salary. If a precise salary is unknown or negotiable, use a salary band so that the advert shows in job searches made by salary.

- **Optimise the use of keywords**
  Is your advert 'searchable' online? Jobseekers search for jobs using keywords (typically related to the skills they possess or a specific job title), so make sure your advert contains as many keywords as possible to ensure it comes up in relevant searches.

- **Get to the point - attention span is short online**
  Don't just copy and paste job descriptions. Be clear and concise, keep your paragraphs short and avoid words that add 'padding'.

- **Clear & simple call to action**
  Make it as easy as possible for jobseekers to apply. Direct them straight to the relevant job on your careers site. Alternatively use an email address where they can attach their CV. Try not to have more than one call to action as the applicant could get lost in the process.

Make your advert stand out
Go beyond the basic text listings! Use **enhanced advert listings, buttons or targeted emails** on job boards to significantly increase the visibility of your advert, attract more jobseekers and promote your employer brand.

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Great jobs for bright people

jobs.ac.uk is the leading international jobs board for academic, research, science and related professions.

We advertise vacancies for over 7,000 organisations worldwide including universities, research organisations, FE colleges, charities and commercial companies.

- 907,726+ unique users per month
- 200,000+ PhD qualified jobseekers
- 21,000 job searches per day from UK, USA, Europe, Middle East & Asia Pacific
- 343,000+ jobseekers subscribe to our Jobs by Email alerts
- Over four times more effective than other media for academic and research posts

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