HOW TO WRITE AN EFFECTIVE ONLINE JOB ADVERT

Being able to write an effective job advert is the first step towards ensuring you attract the best, and most relevant, jobseekers to your vacancy. Following the below tips and advice can help you to increase the visibility of your job advert and encourage more applications.

Think like a jobseeker

Your advert must connect with your target audience so try to put yourself in their shoes and think about how they will be searching for roles. It can be helpful to do some research by searching for jobs similar to the ones you want to advertise.

The importance of the job title

Will the job title be meaningful outside of your organisation? Jobseekers often search for a specific job title, so avoid using terms that jobseekers might be unfamiliar with. It can also help to increase your presence in searches by repeating the job title in the body of the advert.

Be clear and concise

Attention span is short online, so it is important that your job description is clear and concise. Try to ensure that all the information you include is relevant and important, while effectively describing the role you are advertising.

Think about your opening paragraph

The opening paragraph is the first thing a jobseeker reads, so this should be short, eye-catching and informative. This is also important because the first few lines of your advert often appear in web search results, providing the additional opportunity to entice jobseekers.

Location, location, location

A key element of how people search for a job is the location. It is, therefore, essential that you include the town/city, region, country or even campus where the position is based. Including a location will also make your advert visible on Google for Jobs.

Include salary information

Jobseekers are far less likely to apply for a job with no salary listed. If a precise salary is unknown or negotiable, include a salary band so that the advert will still appear in salary-based searches.

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 relevant keywords as possible to ensure it comes up in search results.

Straightforward call to action

Make it as easy as possible for jobseekers to apply. Direct them straight to the relevant job on your careers site, and try not to have more than one call to action as the applicant could get lost in the process.

Make your advert stand out

Upgrade to an enhanced listing to stand out from other recruiters in the search results.
Pair this with our targeted emails and keyword driven buttons to further increase the visibility of your advert.