

## Writing Adverts

Adverts appear everyday and can help recruiters successfully fill their jobs IF they advert is written with the reader in mind and the competition that exists that is fighting for their attention.

Good advert writing does attract passive candidates who have created job alerts and those who see well written adverts on platforms like LinkedIn.

Become the job seeker for 30 minutes. Set a countdown timer for 30 minutes. Starting from either Google or a named jobboard, start looking for a job (be the candidate you would like to attract who is searching for the job you are trying to fill today).

- How many jobs were visible to you?
- What were your thoughts on quantity and quality?
- What keywords did you use to search?
- How many adverts did you see from your business?

Now you've seen the competition. The goal is to be easy to find and engaging to read.



### Key activities to complete:

Review your competition – Look at the adverts you will be competing against. What stands out that you can borrow? What doesn't work that you can make sure you avoid?

Talk to your manager/mentor about the current templates and formats in your business for writing adverts. Make sure you know how to post adverts to the relevant jobboards and how to promote and advertise jobs on LinkedIn.

Write and post an advert for the job you're recruiting. Track your responses and find out what attracted people to apply. Some will have applied for lots of jobs. Other picked yours alone. When you understand their strategies you can reverse engineer this into your future adverts.