

### **Enticing applicants to apply**

Potential applicants, particularly older applicants, will be reluctant to apply unless they have a good understanding of the job. This means providing the right information, in the best way:

1. A concise and informative job description (see '*Job Description*' and '*Position Survey*' on this CD).
2. Clear instructions for applying.  
Make the application process clear and simple. Be clear in your instructions and confident that the system supporting the application process is bug-free.
3. Persuasive and targeted advertising (see '*Sample Job Ads*' on this CD).

Consider the following in both your job description and advertising:

- **Look at it from the applicant's perspective**

Ask someone who isn't an employee in your business what they think:

- Would it catch their attention?
- What would they need to know to decide if the job might be a good match to their expectations (see '*Retention*' on this CD) and also to their interests, skills, life?

Rethink material that you may have provided before. For example, what is the value to applicants of a detailed organisation chart?

- **Sell the real strengths of the job**

Salary is not everything (see '*Retention*' on this CD). Promote other benefits of the job such as:

- Flexible work options
- Salary sacrifice options
- Travel
- Training and professional development
- Work/life balance
- Exciting and innovative projects, etc.

Also, if location is an issue, sell it! Is it close to national parks or other drawcards? Does it have good fishing, great community feeling? (see the Bundaberg City Council job ad in '*Sample Job Ads*' on this CD)

### **Targeting the right audience**

It's no good shooting your advertising gun and 'hoping' to hit someone. Where does the right kind of applicant look for jobs, what publications do they read, what groups do they belong to? If you choose the right channels, you will reach who you need to and maximise the value of your advertising dollar. Some options are:

- Online job boards e.g. Seek, MyCareer, Careerone, etc.
- 'Trade' media, such as publications related to the role or target audience. These include ethnic publications, journals, industry-based magazines, university publications, etc.
- Internal intranet and email systems, including group lists. There are many email lists registered with the State Library of Queensland that relate to particular job disciplines, for example, communications, web design, etc.

- Informal networks, such as meetings, special interest groups, clubs, professional associations, tertiary institutions and word-of-mouth – useful for attracting those not looking for a job! Some of these may also have internal newsletters which you could access.
- Regional, metropolitan or local newspapers. When advertising in the press, consider your approach. Would local or regional newspapers reach your audience more easily or cost effectively?

*Source: Office of the Public Service Commissioner 'Recruitment and Selection Resources'*