

Job advertisements

If you decide to recruit your own employees, preparing an advertisement for display in the local or national press is important. Three groups will be attracted to your ad:

1. Recruitment agencies interested in referring their clients.
2. Competitors interested in your activities.
3. Prospective employees.

The following tips will assist your advertisement to be noticed.

1. Identify specifically what you want

If you don't know what you're looking for, you won't know when you've found it. For this reason, you'll need to take the time to construct the correct position profile before proceeding with the job advertisement. There are some simple, easy-to-use recruitment tools on the market that can help you construct that profile.

2. Grab the reader's attention

When you're confident that you know the type of person you're looking for, find the up-front word or phrase that will attract that person. If it's simply an accountant, then say "Accountant". If you're looking for a person to fill a position that requires zest, initiative and independence, your header may read "Put yourself in the driver's seat". The header should match closely the culture of the position being advertised.

3. Explain the job clearly

You can eliminate many hassles later on by letting the reader know what the job entails. If they are expected to walk on water, state this up-front. Interviews are not the place to introduce surprise information about jobs. If your expectations are realistic, the right person will be out there waiting to reply to your ad.

4. Distinguish the job from others

What is it about your job that helps to differentiate it from similar jobs on offer? Why should the reader choose you and your organisation? Tell them. Often, it will be the little things that make the difference. That difference may be the human side of your business, the flexible hours, pleasant working conditions, great customers, good salary, overseas travel, the opportunity to be creative, and so on. Brainstorm for the attributes that make your organisation attractive. Current employees should be able to help you identify those qualities.



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5. Explain your business's vision

Attracting the right applicant can be as simple as saying something clear and honest about who you are, what you believe, and where you're heading. You can't afford to have employees in your business who cannot share that vision. In addition, consider all those other interested readers (not necessarily job applicants) and use the advertisement to do a little public relations, by promoting your business's vision.

6. Tell them their next step

Be specific about what you want applicants to do. If you want to screen applicants, you may request that they telephone you at a specific time to find out where to send their resumes. This will give you a chance to conduct a screening interview and to test their punctuality and voice presentation. If you want resumes only, make that clear in your ad. You should ensure you adhere to your request.

7. Disseminate copies of your ad

Let others in your business who are likely to be affected by the advertisement know of its contents. The receptionist or any other person taking the initial calls will need to know so that they can be prepared for the resultant enquiries. Current employees who may be interested in applying for the position should also be afforded the courtesy of knowing about the position before it is made public.

8. Make sure the advertisement is well-presented

A well-presented, attractive advertisement reflects well on your business. A poorly presented advertisement can have the opposite effect.

9. Choose the right time and place

Ensure your advertisement is placed in the most appropriate newspaper or trade journal, on the most appropriate date, in the most appropriate section at the most appropriate time of year. This will ensure it receives maximum readership by the right audience.

10. Track your advertisements

Count the number of responses that your advertisement generates. Ideally, that number should reveal a high level of competition for the position – a situation that will allow you to settle on a short-list of suitable applicants. If your advertisement does not encourage the desired response, review its contents before attempting a re-run.





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Further information

The following fact sheets provide further information on these issues:

- Employees
- Hire the right person for the job
- Prepare and use job descriptions