



Crafting the Perfect Job Advert

Attract the right talent with strategic advertising



Why Job Adverts Matter

Attract Quality

Draw suitable, qualified applicants to your organisation.

Set Expectations

Accurate adverts prevent future discontent and turnover.

Build Brand

Showcase your organisation's identity and values effectively.

Essential Elements to Include

1

Position Title

Clear job title or generic descriptor.

2

Organisation Info

Details about your company and culture.

3

Role Responsibilities

Key duties and expectations outlined.

4

Required Attributes

Skills, knowledge, and qualifications needed.

5

Terms & Conditions

Employment details and benefits information.

6

Application Process

How to apply and contact details.



Tailoring Your Approach



Job Nature

Adapt style to match the role's requirements and level.



Company Image

Reflect your organisation's identity and employer brand.



Media Choice

Consider platform and audience when crafting content.


Accuracy is Everything

Keep It Real

Ensure all information is accurate and realistic to prevent future issues.

- Avoid inflating expectations
- Prevent employee discontent
- Reduce turnover risks



 **Remember:** Mismatched expectations lead to resignations and dismissals.



Quality Over Quantity



Target Right Candidates

Focus on attracting suitable applicants.



Qualified Responses

Receive applications from capable individuals.



Better Outcomes

Achieve successful, lasting placements.



Ready to Hire Smarter?

Create compelling job adverts that attract the perfect candidates for your organisation.

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