

How to write an amazing job advert



What is a job advert?

A job advert is your chance to shout about your company branding and ethos and WHY candidates would love to work with your business.

It's important that a job advert isn't confused with a job description or job spec!

Your job advert will:

'Sell' your vacancy to potential applicants - think of your advert as an announcement

Promote your brand and highlight your appeal - make sure you write your advert in an engaging tone

Attract suitable candidates if it's written well and is specific to the requirements you need to fill your vacancy

The basics to writing a job advert

Your advert is just one of the thousands posted every day. Why not make it stand out?

How?

Use a clear title - Use a relevant job title. Keep it zippy and no more than 40 characters!

Keep it simple - Keep it simple, keep it brief and remember that most of your applicants will be applying on mobile - don't write War and Peace.

Be creative - Think outside the box to appeal to your ideal candidate.

Be engaging - Your advert is essentially a sales pitch - so use it like one. Use language such as 'you', 'you're', 'your'...

Authenticity - Don't go overboard with trying to sound trendy - be authentic, giving a clear impression of your company culture.



9.8 million

Brits are actively job hunting each day

Job search statistics in the UK 2022*

189,400

Adverts posted on Reed.co.uk in November 2021

Reed Insights 2021

10

New roles per second added to Indeed

Indeed 2022

8.4%

More applications per view of shorter applications (1 - 300 words) than medium (301 - 600) or long (601+ words)

Insights from LinkedIn data 2019

1 Get the job title right

We've already mentioned the importance of having a good title. We can't stress this enough – it will be the backbone for your amazing advert.

The title should be:

- No longer than 40 characters.
- Relevant to the role.
- A common search term.

For example:

- 'Road Sweeper', NOT 'Highway Environmental Hygienist'.

Relevant job titles will also help your SEO. Aim to repeat the job title **five** times within your ad to optimise it for job boards.

Strange job titles and what they really mean

- Customer Experience Enhancement Consultant (*Shop Assistant*)
- Mortar Logistics Engineer (*Labourer*)
- Sales Ninja (*Sales Executive*)
- Initiative Officer (*Planner*)
- Sandwich Artist (*Customer Assistant*)



70%

of office workers would take a better job title over an increase in salary

Aquent 2019

2 Use a strong opening paragraph

Remember, you're creating an advert, not a job description. Therefore, the first paragraph should catch the candidate's attention, leading with the reasons that will position you as an employer of choice.

Relevancy is vital for both you and the candidate. It will save you and the job seeker time if you're upfront with the title and location of the opportunity.

Make the introduction to your role compelling but also appropriate for the job you're recruiting for. But, whatever you do, don't oversell it. Managing expectations will improve retention.



65%

of candidates are frustrated by anonymous job adverts*

*Talos360's Employee Expectations Survey

3 Include the salary

The question you need to ask yourself – would you apply for a job without a salary?

If the answer's no, then it's likely most job seekers wouldn't either! In fact, you could lose up to **50% of candidates** if there's no salary in your ad.

NEVER

- Use the dreaded cliché - '**salary negotiable**'
- Write that salary is '**available on request**'

Withholding salary information will cause you two major headaches:

1. You'll lose candidates who search for a job via payscale.
2. You'll waste time on candidates that aren't the right fit.

Helpful tip: If you're struggling to find the right candidate, adjust your salary bands. For example, if £25,000-£30,000, place this at £24,999 to £30,001. That way, you'll pick up those candidates just below and above your stated salary.

4 Use the right tone

If you want to write an amazing advert, you must hit the right tone for the audience you're pitching to.

If you want the best, you'll need to appeal to them – so your tone is essential.

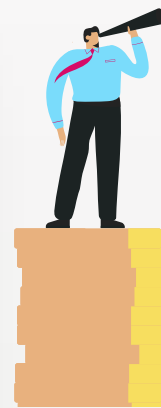
Make your advert warm and inviting, as though it's written by an actual human being!

The tone must be on-brand. For example, if your company is a little quirky, write some quiriness into the ad.

It's not all about you. You're appealing to your candidate – so, make it about them.

And whatever you do, make it easy to read!

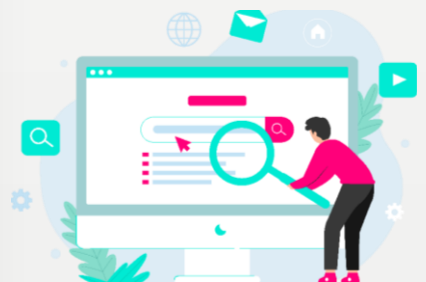
Most candidates spend seconds on an ad; yours will be no different.



49%

of candidates will not even apply for a role if the salary isn't mentioned in the job advert*

*Talos360's Employee Expectations Survey



Top Tip: Once you've written your ad, get someone outside of your office to check its language, tone, and engagement.

5 Focus on the job

Focusing on the role you're advertising may seem obvious. What you absolutely want to avoid is drowning out your job role with a complete company history!

DON'T:

- get lost in your company history and growth plans - since you want to keep your ad under 700 words (more on this later)
- list a thousand and one responsibilities - you'll put candidates off

DO:

- limit company details to no more than three lines - this will give you more room to seal the role itself
- limit the list of responsibilities - ten max, or fewer if possible
- use dashes (-) instead of bullet points to help job boards read your ad
- state primary responsibilities or skills
- use inclusive language to encourage applications from a broader, more diverse audience



80%

of candidates want as much information about the job role as possible*

*Talos360's Employee Expectations Survey

6 Avoid unnecessary jargon

We all know it's easy to fall back on jargon, buzzwords, and clichés in job ads. We've all done it. But we shouldn't.

Words like **dynamic**, **fantastic track record**, **ninja**, **wizard**, **superhero**, **guru**, **leverage** (the list could go on) don't really mean anything.

Instead, try writing naturally.

That doesn't mean you make the advert bland - write an advert that candidates can take **seriously** AND most importantly will **understand**.



66%

of young people who assessed company vacancies didn't understand the role they would be applying for

Business in the Community.

7 Make your advert mobile friendly

Smartphones. Love them or hate them, the fact is, we live most of our life on them. And so do your candidates, and they're using them to job search.

So, your advert **MUST** be mobile friendly.

Here's why:

- By 2025, the number of active smartphone users in the UK is expected to reach **64.89 million**.
- In 2021, Glassdoor found that **58%** of their users search for a job on their phones.
- **Four in five** job seekers use their mobile phone to search for a job.

Simply put - it's the preferred way to search!

And after all that, don't forget a **call to action**.

For example, applying a **one-click-apply** can potentially increase your application rate by 90%.

So, if your candidates are searching for a job in bed or while commuting, the least you can do is make it **easy** for them to apply!

Mobile stats

1 in 4

would not apply for a job if a company's career site wasn't mobile friendly

45%

of job seekers will use their mobile device daily to search for a new job

90%

of job seekers use their mobile device to look for their dream job

But how to optimise your ad for mobile?

Make sure you:

- Keep your job advert under **700 words**
- Use **short snappy paragraphs**, and easy to understand language.
- Use **appropriate headings** - we're all lazy and tend to scan for relevant information.
- Create a **social media campaign** around your advert.



8 Consider how your ad will be found

Search terms are so important. If you don't include them, no matter how well you've written your advert, you'll receive minimal exposure to your ad.

- Think about Google when writing your ad. How will most of your candidates find your job advert? The answer is probably via Google.
- So, give search engines a helping hand – be specific. For example, don't litter your advert with phrases like '**Monetary Mogul**' when you mean '**Financial Manager**'.

9 Sell your employer brand & culture

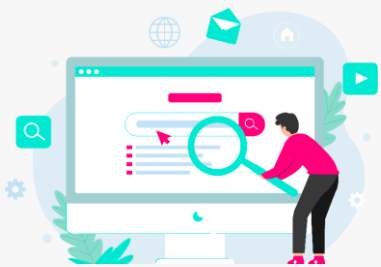
To create an amazing advert, one your main pitches is going to be your unique selling points. If you want the right candidate, you'll need to reel them in.

- ✓ If you offer flexible working - then write it into your advert.
- ✓ Perhaps you participate in a lot of charity work – then why not shout about it?

Your advert will be the first time candidates engage with your employer brand. So, share your mission, ethos, and values. But be succinct.

- ✓ If your values match your candidates, they're more likely to apply and stay in the role long term.
- ✓ This is your chance to be an **employer of choice**.

Note: Don't leave anything positive out of your advert - you can even use your location to add pulling power!



86.3%

Of people in the UK use Google as their preferred search engine

Statista 2021



70%

of candidates would consider accepting a lower paying job if the role seemed enjoyable or fulfilling*

*Talos360's Employee Expectations Survey

10 Consider Diversity and Inclusion

An amazing advert will always consider Diversity and Inclusion. Here we summarise the pit falls of many job adverts, and how you can avoid them....

It's important to note that inclusivity ISN'T just about gender, race, and disability. We all have **unconscious bias!**

Unconscious bias can relate to anything. Accents, education, name, age, choice of football team and clothing – to name a few. Don't just tick a box.

Gender bias

According to **Harvard Business Review**, women will only typically apply for a job if they meet **100%** of the qualifications.

In comparison, men will apply if they meet just **60%** of the requirements.

Avoid gender bias by:

- Eliminating job requirements that aren't essential
- Generalising areas where skills are transferable
- Clearly outline which qualifications are required
- Avoid filling your advert with masculine language

While the last point may be obvious, it's surprising how many adverts are written using masculine type words, such as:

- Aggressive
- Outspoken
- Rock star

Instead, use words like:

- **able, proven, exceptional, sound** - in place of *aggressive*
- **open, straightforward** - in place of *outspoken*
- **passionate, inspired, energised, motivated, spirited** in place of *rock star*



42%

Of women experience gender discrimination at work

Pew Research Centre 2020

13%

More men than women will apply for a role that includes masculine gender-coded language

LinkedIn research 2018

Racial bias

Like gender bias, racial bias can unknowingly slip into your adverts.

So, when you're writing your advert:

- Don't mention **race** or **natural origin**
- Don't reference a preference for '**strong English-Language skills**' – since it may deter non-native English speakers from applying for your role
- Don't preference to or exclude candidates of a **certain religion**

Candidates with disabilities

Your job adverts should welcome all candidates. So, key things to highlight in your advert would be:

- Access
- Accommodation
- Flexibility

Note: Language is essential when framing your advert. For example, some disabled workers don't drive, so making this a requirement would exclude them from your advertised role.

If the role required someone to travel for work or to meet with clients - '**willingness to travel**' would be much more inclusive.

References.

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<https://uk.indeed.com/about>
<https://www.linkedin.com/business/talent/blog/talent-acquisition/stats-that-will-change-the-way-you-write-job-posts>
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<https://www.statista.com/statistics/553464/predicted-number-of-smartphone-users-in-the-united-kingdom-uk/>
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<https://www.ons.gov.uk/peoplepopulationandcommunity/healthandsocialcare/disability/bulletins/disabilityandemploymentuk/2019>

15%

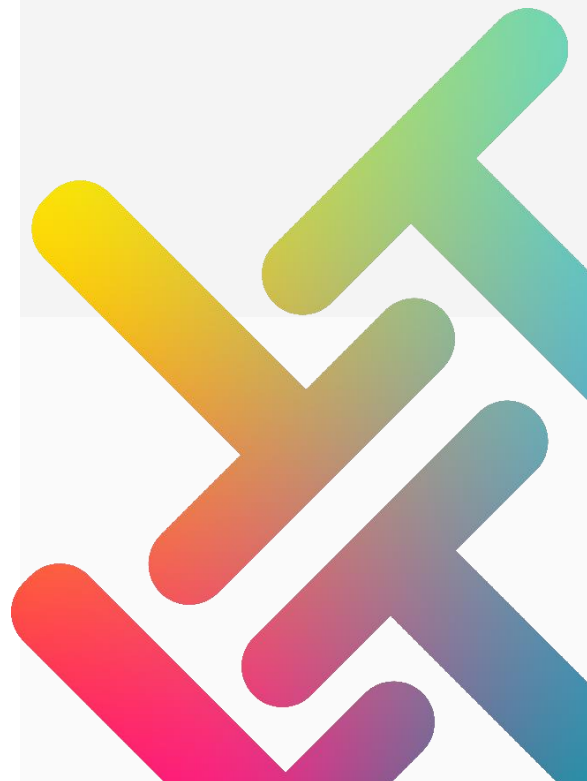
Of minority ethnic applicants received a positive job response compared to 24% of white British origin applicants

Pew Research Centre 2020

28.6%

Of people with disabilities are less likely to be in employment than non-disabled people

ONS – GOV.UK 2020





Get a free Recruitment Review

If you'd like a free Recruitment Review with one of the Talos360 team, you can [book it here](#).

Your no obligation Recruitment Review includes

- ✓ Review of one of your current job adverts
- ✓ Advice on advert language patterns
- ✓ Review of your careers page content
- ✓ Candidate resources review
- ✓ Inclusivity top tips

[Book Review](#)

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