

JOB ADVERT GUIDE

A job advert is the first point of contact between a company and potential candidates. It should be clear, concise, and engaging. It should draw in suitable candidates who will fit in well with your company culture and thrive in their new roles.

Below is an example of what to include in a thorough job advert. At the bare minimum, make sure it contains: the job title, the location, the job description and how to apply. Bear in mind that the more detailed your advert, the more likely it is that you'll find a great candidate.

In addition to the below, you will need to establish if the individual has the right to work in the UK. If the job you're advertising requires driving, ensure you establish whether the candidate has a valid driving licence.

What to include in a job advert:

▶ JOB TITLE

The job title should be clear and concise. The title should describe the role so that a reader can quickly get an idea of what the job is about.

▶ LOCATION

Where the job is located or where your small business is based. If it's a remote role, how to apply and what your remote working policy is.

▶ SALARY

Salary is an important factor to consider when creating a job advert. It should be competitive, meaning that it is at, or above, what other companies in your industry are offering for similar positions. You don't have to include the salary in your job ad but you may find that you receive more applications if you do.

▶ COMPANY DETAILS/PROFILE

The company details section is where you'll include:

- Your company name
- Your company size and sector

▶ BUSINESS MISSION AND VISION

A person who reads your ad might not know much about what you do, so it's important to explain this in detail. You should also explain the company's values, goals, objectives, and position in the market.

▶ JOB DESCRIPTION

The job description should include the role's responsibilities and day-to-day duties/expectations. You should also state the working hours.

▶ PERSON SPECIFICATION

This is where you list who you're looking for. Include the skills, experience and qualifications required of the successful candidate and any other information required for someone to be considered for the job.

► BENEFITS

Your job ad should include the benefits provided by your small business. Benefits like private health insurance, paid holiday days, bonus scheme and employee discounts are good ways to attract quality candidates.

Benefits should also align with your company culture and values - they're an extension of what makes you who you are as an organisation.

► HOW TO APPLY

Include details of how to apply. This may be an online application form, a CV and cover letter upload or simply an email address to contact.

