

YOU CAN WRITE A GOOD RECRUITMENT ADVERTISEMENT QUICKLY – EVERY TIME.

1 JOB TITLE OR HEADING

- Will this be understood in the **wider market**?
- Does it need **qualifying** in any way?
- Does it capture your **target audience**?



✓ Working arrangements

- Full time, part time, actual hours.

✓ Location

- Include **town** and **post code**.
- Is the working location the same as the location in your listing?

✓ Salary

- Where ever possible mention salary details.
- Calculate pro rata amounts for part time roles.
- Include any bonus or incentives offered.

✓ Start date

✓ Closing date

- Minimum of **two weeks**.
- Three for the free sites.

2 TEXT

✓ Summary/proposition

The first 15 words (approx.) of your advertisement will be picked up by search engines and other sites. Use them to summarise why the role is attractive.

✓ Introduction to your school

- Tailor to **your audience**.
- Local or national?

✓ Profile of the recruiting department

- Describe challenges/achievements.

✓ The role in outline

- Focus on specific objectives.

✓ Highlighted tasks or responsibilities

- Include unusual aspects of the role or particular challenges.

✓ Qualifications and specific experience required

- Avoid subjective characteristics/attributes.

✓ Salary and benefits

- Tangible and intangible.

✓ Development, training or promotion prospects

- How might your ideal candidate have developed in two years' time?

✓ More information

- Hard to fill role? Consider including contact details for an informal chat.
- Are details of this role on your school's website?

✓ Applications

- Hard to fill role?
- State that you will consider applications as they arrive.

Still staring at a blank screen? **Get in touch for some free advice.**