

Guide to Writing an Effective Job Advert

The IT Job Board Guide to Creating an Effective Job Advert

This guide provides guidance on writing effective online advertising campaigns that will maximise the return on investment for your business. It covers every element of job advert writing, from how best to structure your job advert to writing effective copy.

Contents

- Component 1:** Improving your advert visibility
- Component 2:** Example of a successful job advert
- Component 3:** The job advert structure explained
- Component 4:** Tracking and monitoring
- Component 5:** Top Tips

Guide to Writing an Effective Job Advert

Component 1: Improving your advert visibility

When searching for a job, the candidate is required to insert search terms into a search engine, which are typically related to the skills they possess or a specific job title.

If your advert contains the search terms the candidate has specified, it will be included in the long list of results, which are displayed in order of relevance.

Relevance of recruitment adverts are determined by:

- Search terms within the job title
- Number of times the search terms appear within the advert itself
- The recency of the advert, ensuring they feature as high up as possible in a candidate's search results (The IT Job Board refreshes direct client vacancies 3 times a day).

To make sure candidates find your job, consider the following points when writing your recruitment advert:

- Avoid plural job titles – candidates will enter 'Programmer' in their search criteria, not 'Programmers'.
- Be aware that most job search engines place more "weight" on keywords in the title. Therefore a keyword in the title can be "worth" up to 4 times as much as the same keyword in the body of the text.
- Avoid using a job title that may be unfamiliar to job seekers. Search engines place stronger emphasis on the relevance of the job title so avoid using internal terms. 'Business Analyst' will be recognised far more readily than 'Analysis Leader - Business'.
- Include ALL essential skills the role requires – it will increase the 'relevance' of your advert in the candidate's search results.
- Look at how similar jobs that are ranking well on a job board are written and structured. It will soon become obvious which adverts are more attractive and why an advert is top of the search results.
- Try inserting skills and keywords in the body of the text to increase the "ranking" of your advert. E.g. Instead of "you will ideally have 1 year of Spring Framework experience..." write "As a Java J2EE developer, you will ideally have 1 year of Spring Framework experience..." etc.

Guide to Writing an Effective Job Advert

Component 2: Example of a successful job advert

For full details about individual elements, refer to the information on pages 3 and 4.

Heading

- Job title
- Keyword rich
- Location

Developer Advocate - Java, PHP, Python, Ruby, .NET, JavaScript, Perl - London

Salary	Competitive		Apply Now
Location	United Kingdom, London, South East		
Job Type	Permanent		
Date Posted	08-Apr-2008 09:00		

Heading repeated

- Repeat of job title, keywords and location

Developer Advocate - Java, PHP, Python, Ruby, .NET, JavaScript, Perl - London

Short and engaging – selling the company

The Company

Simply put, Google engineers make computers do amazing things. Populated by extraordinarily creative, motivated and talented people, our Engineering team gets excited by developing new applications that really make a difference and are used by millions of people. We're driven by Google's mission to organise the world's information and make it universally accessible and useful. If you seek to tackle such challenges as building a highly scalable computing infrastructure, novel storage systems, innovative user experiences or the next big application that will change the world, then this might be a perfect fit for you.

Keyword rich

The role: Developer Advocate

As a Google Developer Advocate, you will be responsible for passionately advocating and evangelising for the adoption of our developer products. You must have strong and well-rounded coding skills in a wide range of web/AJAX technologies and must be an excellent writer and presenter. You will be measured on growth in adoption of our developer products and our overall developer community. You need to be able to work equally well with both technology executives and developers at our partner companies.

Keyword rich

Responsibilities:

- Advocate for and evangelise Google developer products and APIs in multiple mediums.
- Participate in architectural and design discussions with strategic partners to speed their adoption and ensure best practices during implementation.
- Present at developer conferences and other events globally.
- Actively blog, podcast, and write sample code, developer articles, and tutorials for code.google.com and other developer sites.
- Influence Google developer product strategy by working with product management, engineering, marketing, business development, and operations.

Keyword rich

Requirements:

- BA/BS in Computer Science or similar technical degree.
- Demonstrable work experience as a software developer, architect, technology evangelist, or product manager for relevant web technologies.
- Excellent public speaking skills and charisma, with solid past experience presenting at developer conferences.
- Experience blogging and writing technical articles.
- Strong command of the web/AJAX development technology landscape.
- Proven experience working with technology press, online journalists and bloggers.
- Solid programming abilities in more than one of the following languages: Java, PHP, Python, Ruby, .NET, JavaScript and Perl.

Relevant to your audience

Benefits

Competitive Package

One, clear call to action

Advertiser	Google Inc.	Apply Now
Contact Name	Google Inc.	
Telephone		
Reference	82714	

Previous Advert [Next Advert](#)

[Back to list](#) [Email me jobs like this](#)

Component 3: The job advert structure explained

Getting the right balance of information is one of the most important elements to consider when writing an advert; too little information will not give the candidate the confidence to apply for the role, whereas too much information will swamp the candidate or potentially intimidate them.

Below is the recommended job advert structure to generate as much response as possible:

Job Title

- The words in the title are scored higher than the words in the copy by the search function so it is important to get the following in to ensure you are ranked as high as possible in the search results:
 - The role title
 - The key skills required, no more than 5
 - Location
 - Salary (if possible)
- When writing your title be as specific as possible e.g. instead of 'Java Developer' write 'Java J2EE Developer, London, salary up to £55,000'.
- Some clients choose to repeat the title of the role as a heading to the text. The point of this is it repeats keywords, which the search engine will pick up without disrupting the flow of the advert.

Company Introduction

- The candidate wants to know whom they are sending their CV to so make sure your job advert includes an introduction to your company. As candidates are becoming more interested in a company's culture, take this opportunity to sell your organisation as a great place to work.
- For smaller enterprises, this is essential. Larger organisations should also be wary of complacency; having a well-known brand might guarantee a larger response to a role but does not guarantee that the best candidates will respond.
- This introduction should be brief, consisting of no more than four lines.

Specifications of role

- Ideally, this should be in bullet point or list form detailing the key functions and skills that are essential for the role. The correct skills will ensure the right people read your advert, and will eliminate irrelevant candidates.
- Desirable attributes/skills do not need to be included.

Benefits

- You want the best people – sell to them. A skilled team, a good location, enjoyable working environment and flexible working hours are all crowd pleasers. What would interest you if you were looking for a job?

Call to Action

- This should allow your audience to take one, easy action.
- We would always recommend directing candidates to an email address where they can attach their CV. The less time it takes to apply the better.
- Alternatively, if you have a career's page, then direct candidates straight to the relevant job, not the career's homepage.
- The danger of having more than one call to action or links to other web pages is that the candidates will either get lost or find the process too lengthy or complicated, therefore will not continue with the application process.

Guide to Writing an Effective Job Advert

Component 4: Tracking and monitoring

There are many advantages that the switch to online recruitment has given to employers.

Speed and tangibility are key benefits of online recruitment.

- Your ability to get an advert quickly published AND receive response is greater than ever but candidates expect a similar level of service in return.

Ensure speedy response to interested candidates.

- Don't begin recruitment campaigns if your ability to respond is limited, schedule them around the availability of those involved internally.
- Keep candidates informed of the process even if there are unforeseen internal delays, they will appreciate it and it protects your brand image.
- Polite 'Regret' letters are also invaluable. Again, they protect your brand but also if that candidate is relevant for a different position in the future, it increases your chances of recruiting from the same pool of applicants.

Monitor and adapt your advert during the campaign duration.

- Tracking your adverts' progress is also invaluable; unlike print-based adverts, online advertising allows you to edit and change the content of your adverts if they are not generating enough or the right response.
- Don't wait until the advertising period is up to review its success – keep on top of it at all times. Although it is a good idea to leave a week of advertising before making any drastic decisions, you need to use the flexibility and control that online advertising can offer, to maximise your response rates.

Component 5: Top Tips

Get the facts right

- As we are in a candidate driven market, candidates are more selective and are less likely to apply for a confusing or vague advert. Make sure you have all the relevant information and understand exactly what the role entails.

Think like a job seeker

- The key question to ask when writing the advert is 'what would you need to know before applying for a job?'

Avoid using internal jargon

- Do not alienate or confuse your target audience with internal jargon e.g. instead of writing 'BI Analyst' use 'Business Intelligence Analyst'.

Salary range

- People respond to adverts that give salary information much more readily than those that do not. A salary band is appropriate to provide if you are not comfortable providing the exact figure.

Location, location, location

- It is essential that you include the area the position will be based – preferably in the job title e.g. 'C++ Developer – London'.

Monitoring

- Monitor and adapt your advert during the campaign period and use your consultant's experience of online recruitment advertising to optimise your response.

We're here to help you

If you have any questions regarding anything mentioned in the above guide, please feel free to contact The IT Job board on **020 7307 6300** or email **contact@theitjobboard.co.uk**.