

## Top ten tips for writing an attractive job advertisement

- 1) Choose a descriptive title in the subject heading and choose words that match the search terms used by potential applicants.

*You can choose a different title for the heading to attract more applicants. However, do not forget that the main text must include the official job title used at SLU.*

- 2) Write a brief introduction that sparks the reader's interest.

*A job advertisement is just as much a sales text as it is a job description. How can we inspire applicants based on the job description? Are there any other SLU or workplace values you would like to highlight? Address the applicant directly, 'are you the person we are looking for?'*

- 3) Describe what the job involves.

*What are the primary duties? How is work structured? Use phrases such as, 'you will be part of a team that...' and 'together with your colleagues, you will be responsible for...'*

- 4) Be realistic about the ideal candidate.

*Use the person specification – the desirable personal attributes – as a starting point. State what is required and what is of merit. A list with long, complex headings may deter a significant number of applicants. Being overly specific may also result in limiting the reach of the advertisement, meaning we lose out on good candidates.*

- 5) Sell the workplace.

*Remember, it is not just the duties that make people want to work at SLU. Sell their prospective workplace, its values and culture. Mention both the hard values and soft values.*

- 6) Facts inform, but feelings sell.

*Be bold and show character – how do you work, and why are you here?*

- 7) Address the right people – not everyone

*Do not use the same message for everyone, use persuasive text to attract the target group.*

- 8) Begin with the most important information and appeal to the reader.

*Ask the question, 'what will determine whether somebody keeps on reading the advertisement and then apply?'*

- 9) Positive closing remarks.

*Help the reader answer the question, 'why change jobs?' Always base your text on the reader's perspective.*

- 10) Encourage the reader to submit their application.

*Finally, it is a good idea to encourage the reader to complete the process and remember to submit their application.*