

Job Advert Template

Headline

This is what'll appear in job search results. Get it wrong, and your job listing may be skipped by candidates altogether, or may not show up in search results.

The obvious thing to include is the job title; this is what candidates will be searching for.

Hint:

Nobody's job title is 'digital marketing guru' or a 'financial genius'! Like with any other advert, clarity beats creativity every time.

Another thing to bear in mind is that 8 out of 10 people read the full headline, whereas only 2 in 10 read the entire advert. Your headline is your chance to deliver your key information.

Example:

Legal Secretary - Litigation - Permanent, Full Time, £18 – 22K

A new direction

Registered Office: 2, Chester Court, 1677a High Street, Knowle, Solihull B93 0LL

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Job title

Salary

Location

Working Hours

Contract Type

Hint:

When push comes to shove, this is what candidates care about. List these details at the top of your advert to tell them what they want to know as quickly and clearly as possible.

Job Description

You should always treat a job advert as just that – *an advert*.

What will the successful candidate gain? Play up perks, emphasise opportunities and take a friendly tone. Use positive key words that'll leap off the page.

Don't forget to keep it brief, concise and easy to read – you don't want to put off candidates before they've even read the advert:

5 rules:

- Keep it brief, concise and easy to read
- Make it personal; use the words 'you' not 'the candidate'
- Use short, digestible paragraphs
- Ditch the corporate jargon – it's very off-putting, difficult to skim and often doesn't really tell anyone anything
- Remember, it's the job you're selling, not your business

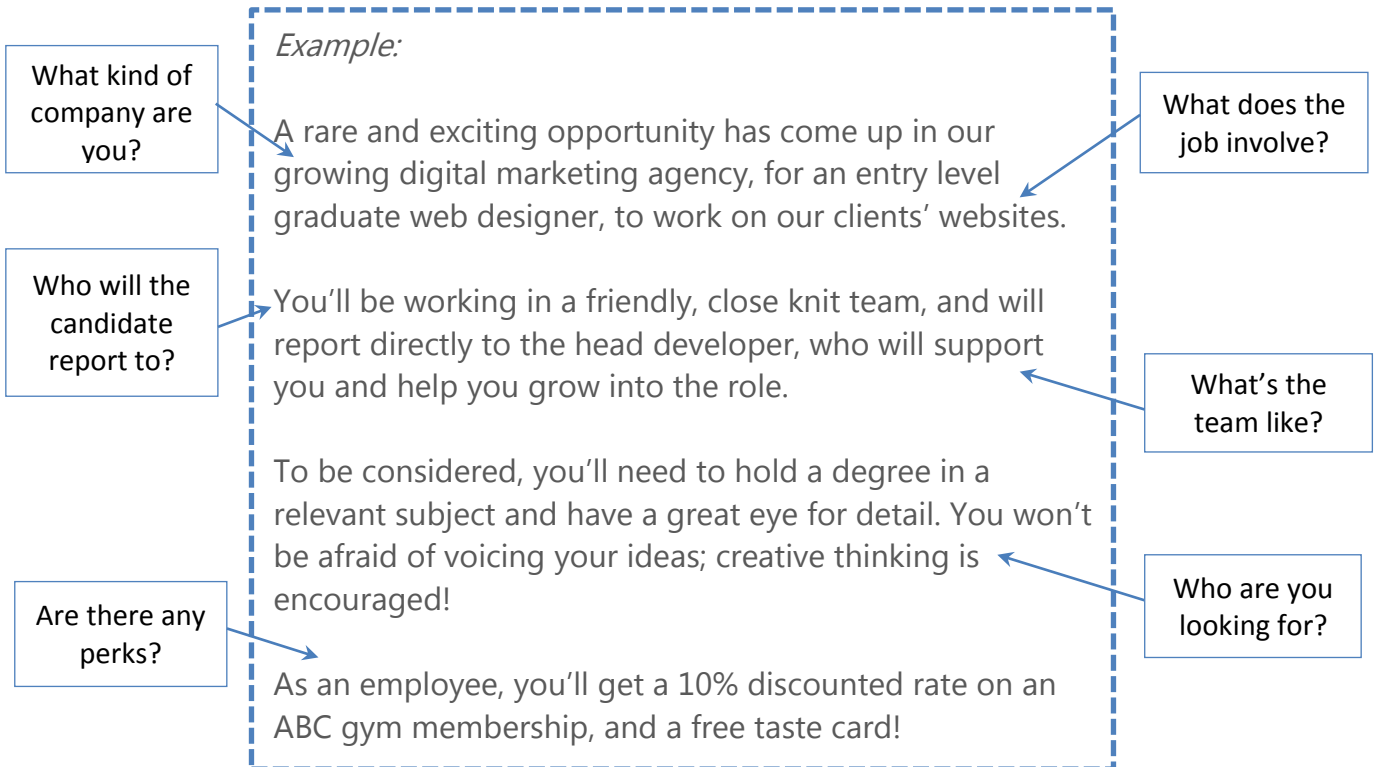
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Here are some points you should always cover:



Key responsibilities

- List the key responsibilities in order of importance
- Be concise and use bullet points
- Make a note of any catches, such as travelling or shift patterns

Hint:

You don't have to share every aspect of the role; you can always send candidates a separate, full job description if you decide to invite them to an interview.

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Requirements

- This is where you weed out the candidates you don't want
- Include any skills and qualifications required
- How many years' experience is needed?
- Is a driving licence, CRB check or another document required?
- Do people need to have worked in a similar role before?

Desirable, not required

This isn't required, but is a good way of encouraging candidates who possess these skills to apply.

How to apply

- Documents required
- Contact name
- Email address
- Phone number
- Deadline

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