Top tips for writing a successful ad

- **Write an ad, not a job spec**
  Don't copy and paste the job spec – it's less likely to be read if it's long and boring.

- **Job title**
  Make sure the job title is short and likely to be searched for.

- **Sell your company**
  Mention everything that would make the company an enjoyable place to work.

- **Chasing the purple squirrel**
  Don't ask for something that doesn't exist. Be realistic about essential vs. desirable skills.

- **Don't hide the salary**
  Adverts that list the salary receive three times more applicants.

- **List the location**
  Also, adverts that list a specific location receive ten times more applicants.

- **Keep it short**
  The most effective adverts are 600 words or less.

jobheron

Job ad example

Job title

Specify the location

Explain the day-to-day responsibilities

Sell your company e.g. flexitime, health insurance, company car

Specify the salary

Explain the relevant skills and experience they will need

End with a call-to-action to apply for the role

jobheron