

# RECRUITER'S GUIDE - 5 KEY STEPS TO WRITE THE BEST JOB ADVERT

It will never cease to amaze how many otherwise excellent recruiters invest so little time in crafting a job advertisement. We at Zoho Recruit, help you grow your recruitment business by sharing the five key steps to writing the best job adverts to ensure the best possible response.

# 1

## USE AN APPEALING JOB TITLE

Don't use some generic dull job title (Consultant) but don't go crazy either (Chief Egg Flipper & Happiness Guru). Also avoid the acronyms and jargon. As with most of these things put yourself in the shoes of your ideal applicant; what job title would they most respond to? If you aren't sure do a LinkedIn or CV database search to see what seems to work for them.



# 2

## LESS CLICHÉS MORE BENEFITS

Don't trot out the lazy clichés and overused phrases – instead gear your language towards selling YOUR job to the candidate. Your job advert will need to stand out from similar roles and “excellent interpersonal skills” and “passionate and enthusiastic” do not cut it. If you want an enthusiastic candidate (and who doesn't) spell out why that enthusiasm is needed and what you'll do to help encourage it.



# 3

## NON DISCRIMINATORY LANGUAGE

Even if you think you are all up to speed on this you might find unintentional bias creeping into your job advert.



# 4

## SALARY

There are no two ways about it – you’ll get a better response if you include the salary. I don’t mean more applications; I mean more relevant applications.



# 5

## ONLY THE PERTINENT INFORMATION

If a criteria is “desirable” don’t include it. If it’s jargon don’t include it. If it’s a load of information a candidate could easily find on your website don’t include it. If you want candidates to keep their CVs down to 3 pages then the least you can do is keep your job advert down to a few paragraphs. Make sure the emphasis is on the person more than the job



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