Crafting Effective Recruitment Advertising:

The NewHire™ Guide to Writing Ads for Open Positions

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Job Description vs. Job Advertisement

Online job boards announce to the world of job seekers that your company has an open position. By writing attractive advertising you can attract as many well qualified candidates as possible. An effective recruitment advertisement (sometimes called a job description) does not merely describe the job to candidates; it ***sells*** the job too, presenting the most appealing aspects of the job and the employer. Use your ad to win the competition for the best available talent!

Writing recruitment advertising is hard. It requires advance planning. We call this advance planning 'preparing to recruit'. The first step is to create an internal job description. The goal of the internal job description is to build a comprehensive list of duties, expectations, reporting relationships and long range goals of the position. You'll need to have this fleshed out to write effective recruitment advertising.

The job description is great to use internally, but for the purposes of an online job board what you want to do is ***advertise*** the job. The job advertisement is crafted from top to bottom with the intention of drawing the most highly qualified candidates to your open position.

We recommend using recruitment advertising posted online, to sell the position and build a strong candidate pool. Don't try worry about preventing unqualified or over-qualified candidates from applying. Instead, make the ad as attractive as possible for your target candidate, and use NewHire screening questions to instantly screen and identify the best applicants from the pool.

This guide is designed to help you build both an internal job description and effective recruitment advertising. Please share this with members of your team who are involved in recruiting and hiring.

Elements of an Effective (internal) Job Description



1. Job Title

2. Basic Functions
    a. Explain the essential purpose and duties of the job in a few sentences.

3. Reporting Relationships
    a. Describe the upward, downward, and lateral reporting relationships within the organization: to whom does the employee report, manage, or work with directly?

4. Authority
    a. What decisions does the employee make? What authority does the employee have with regard to hiring, firing, pricing, check signing, etc.?

5. Essential Functions
    a. Write an introductory charge that states “Is Responsible For” followed by a colon and a bulleted list of primary and secondary duties.

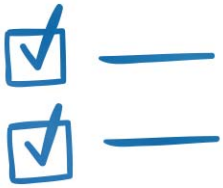
6. Prior experience
    a. Include a bulleted list of job requirements, including experience requirements, education requirements, and software competencies.

7. Criteria for Measuring On-the-Job Success
    a. What specific goals or targets will define success in this position?
    b. Use the SMART method to identify goals that are:
        i. **S**pecific
        ii. **M**easurable
        iii. **A**ction Plan driven
        iv. **R**ealistic
        v. **T**imely

8. Physical activities and requirements
    a. Discuss or list any physical demands.

9. Attractive Aspects of the Job
    a. Describe why this is a great job. Write a few sentences highlighting the most alluring aspects of the position, including location, office environment, benefits, pay range, exciting responsibilities, or even perks like a cell phone or company car. These aspects will be featured in the job advertisement.

10. Compensation range
    a. Include hourly wage or salary information, as well as information about employee benefits.



Recruitment Advertising Check List: Does your advertising include these key items?

☐ **Job Title is relevant, common, and searchable**
It is important to choose a job title that candidates search for. Internally, use the job title of your choice, but make it easy for top talent to find the ad online, by using a common title.

☐ **Job Title agrees with the rest of the job description**
It is important that the title conveys an accurate snap-shot of the job, as it should generally reflect the primary function of the job. If the job title and the description do not match then you will not get the candidates that you desire.

☐ **Include an opening sentence stating the key duties and accountabilities**
Grab the candidates' attention and interest quickly. It is important to describe the position's *essential core* responsibilities early in the ad.

☐ **Include an Employee Value Proposition**
It is important to express to the candidates why working for you will be beneficial to their career. Candidates want to know how they are going to learn more, earn more and do more in the new job.

☐ **Include the specifics of what the company is offering**
Let the candidates know what the company is offering in terms of compensation, benefits and perks. NewHire has found that disclosing this information yields higher candidate responses.

☐ **Include a short paragraph about the company**
Not every company's products are as well known as Coca-Cola. Give an overview about the specifics of your company, customers and products.

☐ **Include a concise list of the most important duties for the position**
It is important to give an accurate representation of the daily duties of the position. A bullet point list is preferred. Be clear, specific and concise. 10 items is probably too many.

☐ **Include a concise list of the most important qualifications for the position**
This is where you get to express the type of candidate that you are ideally looking for. List the prior experience, knowledge, and work behaviors that are necessary for a candidate to be successful in this position. Candidates who do not fit your expressed criteria will still apply, but use NewHire screening questions to screen them out.

☐ **Job Title is repeated in the ad**
Repeat your job title in several places strategically throughout the advertisement. This will improve search relevance and make the job easier for candidates to find.



Sample Advertisement

Environmental Company, located in Philadelphia, PA, is looking to add an entry level Inside Sales Representative to our team. This Inside Sales Representative will generate quotes for sheet metal and light mechanical product for commercial and industrial customers (hospitals, schools, etc.). Generate quotes using software and pricing from the over 30 manufacturers that we represent.

We prioritize talent and are willing to train on the nuances of our industry. HVAC is a highly rewarding field and this position offers excellent room for promotion and material growth. If you have a background in general contracting, mechanical engineering, HVAC, or are a recent graduate with a relevant concentration, then we highly encourage you to apply. Work in a brand new facility with a highly dedicated and collaborative team; build an amazing career. **To the qualified Inside Sales Representative we offer**:

- Excellent annual compensation commensurate with experience
- Health, dental, vision, short term disability, and life insurance
- Enrollment in 401K plan with company contribution
- Annual company performance bonus
- Quarterly sales incentive bonus
- Paid time off
- Flexible schedule

Environmental Company (www.includewebsite here) is a growing company that provides HVAC and sheet metal products and services to clients located in the greater Philadelphia area. As we grow, we continue to expand our team. We encourage all interested candidates to apply.

Duties and Responsibilities for Inside Sales Representative Include:

- Research bids to identify work suited for Environmental Company
- Coordinate and obtain bids; analyze bids on projects.
- Sort the current bid list and keep information updated.
- Prepare accurate estimates.
- Obtain and take-off an adequate number of plans and specifications.
- Develop material cost information for specific project types.
- Provide other services such as change order pricing.
- Other duties as assigned.

Skills/Requirements for Inside Sales Representative Include:

- Associate degree, 2-year HVAC Technical, or equivalent experience.
- Capable of working with customers and promoting products
- Must have technical aptitude, communication skills, and work well with people.
- Excellent computer ability and strong spreadsheet (such as MS Excel) skills
- Well developed budgeting, purchasing, and organizational skills.
- An understanding of engineering drawings, specifications, and the ability to coordinate with multiple engineering disciplines is a plus.