

# Prospects tips for a great job advert

**These tips may seem obvious at first glance, but do your job adverts always follow these guidelines?**

## 1. Job Title

Clearly name the position available and avoid using generic terms such as 'Graduate opportunities'. If unsure, search online for similar jobs for inspiration. Also use the first paragraph of your advert to back up the job title, e.g. "Are you a Creative Designer with a difference? Then we have a fantastic opportunity at an award winning digital agency who are based in central London and have major clients from across the globe."

## 2. Specify a salary

Ideally you should put a figure as opposed to 'Competitive' or 'Negotiable'. Job seekers do not have the time nor patience in their job search to seek out what they think is an appropriate salary for the job advertised. Even if the salary is below industry standards, your advert will still receive a greater number of responses where a salary is quoted. If using a salary bracket, try to make it as narrow as possible to give applicants a realistic view of what they are applying for. If you post 'Up to £X', consider that most applicants will expect no less than 10-15% of the figure quoted.

## 3. Be precise with location

Try to avoid 'Nationwide', this is too generic. If you genuinely have nationwide opportunities then you should run separate adverts for each region of the country. This will improve your response levels and help you to ascertain your brand presence in each region.

## 4. Company info vs. role info

Company information should be short and concise, use a link to your company website to provide further information. Use the majority of your advert copy to promote the job on offer – that is what the job seeker cares about the most. Generate interest in the opportunity with enthused content and be sure to include keywords from the desired person specification throughout. This will ensure that your advert appears at the top of relevant searches. Don't forget to also include all the benefits of working for you, from bonus, through to parking space.

When posting your advert, ensure that you only select the job categories that are relevant. Although you may feel you will receive a better response by selecting every category, you will in fact just receive a higher number of irrelevant applications.

## 5. Clear call to action

Ensure that closing date, method of application and an outline of the application stages are all supplied. Be absolutely clear as to whether potential applicants need to apply online, submit a CV or complete an application form.

## What next

If the above has helped you to write your next advert and you're looking to use online recruitment then contact us on 0845 077 1966 or email [enquiries@prospects.ac.uk](mailto:enquiries@prospects.ac.uk). Prospects.ac.uk attracts over 1 million visitors to the site every month and you can advertise your vacancies for as little as £355. Find out more at [ProspectsNet.com](http://ProspectsNet.com)



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