

THINGS TO CONSIDER WHEN WRITING A RECRUITMENT ADVERT

1. SIMPLICITY

First things first, you need to ask yourself some simple questions:

- Do you need to recruit?
- If the role is a replacement, is it the same as before and is it the same type of person you are looking for?
- What is the job?
- What behaviours and type of person could do this role well?
- What do they need to apply?

The key question to consider is:

"Why would the person you want, want to come here to do this role?"

Cutting and pasting part, or all, of the job description doesn't bring the role to life for potential applicants. They need to be able to easily understand the core requirements of the role and how they could fit in or what they could bring to you.

2. AN ELEMENT OF 'UNEXPECTEDNESS'

This means don't write the obvious, inject some interesting facts or an element of surprise; use humour if needed. Most adverts are the same. Any organisation can put "innovative, fast-paced environment offering great development" but what does that really mean? Show how you have innovated, what that development could be.

If your advert sounds dull and stuffy, what does that say about the job and your culture? At this point, the candidate knows nothing else about you and your organisation so you need to sell it without being too aspirational or selling something that you genuinely can't live up to.

3. CONCRETENESS

Help candidates to visualise themselves in the role. Without giving away commercially sensitive information, give them a feeling for who they could be working with, what it's like, what is close-by if there are some great things (coffee shops, food, points of interest). This level of information provides character and personality to the ad and helps the candidate to put themselves in the story and imagine working for you.

4. CREDIBILITY

You could use quotes from employees, give examples of great work or projects that have been delivered, share details of awards that have been won. Make it credible and personal.

In our recent graduate adverts, we said things like:

Interested? Then you could find yourself joining the likes of Jess, who within months of being with us had developed an award-winning environmental programme for schools. Or Sally, who managed the Olympic Torch Relay through the county. (Given we are one of the largest counties in England then that was no mean feat!

5. EMOTIONS

People are hard wired to feel things. Make people feel things about your advert – curious, intrigued, excited to apply, or even switched off as for some people it will not be the job for them. As a public body, the ethos of making a difference is a big one and emotionally driven and linked to values. Try to convey the good you do for the people of Lincolnshire.

6. STORY TELLING

Think of your advert as a story. You want to make it interesting for people to read and for it to stand out from all the other adverts at a time when competition for good people is increasing. That said, no-one has time to read 'War and Peace' in their lunch break so make it interesting and brief without omitting key points.

7. A SENSE OF PURPOSE AND PRIDE

No-one comes to work to do a bad job. Research repeatedly shows that people need 3 key things from their role. Consider how your advert touches on these things and how the role gives people this once they join....this is key to employee motivation and engagement.

