

Job Advert Checklist

If you want to attract the best applicants to a job, then that process starts with a good Job Advert.

This checklist summarises the main features that should apply to most job adverts. There will always be exceptions to the rule, but in every case, you should make sure you've consider each of the following points.

Print off this handy checklist and sign off each section to make sure your job advert is optimised to attract the best applicants.

1 Job title

Requirement	Sign off
Does the job title make it clear what you are looking for? A good job title will attract the right candidates to read the job advert.	(Initials)

2 Tailored and personal

Requirement	Sign off
A good advert is tailored and personal to your organisation and the particular job you are recruiting for. Resist the temptation to simply copy and paste something off the web. Good candidates will spot this.	(Initials)

3 Responsibilities - What will the person do?

Requirement	Sign off
A good candidate will want to contribute to your organisation. Does the Job Advert describe the contribution the person will make?	(Initials)

4 Location – Where will the job be based?

Requirement	Sign off
In most cases, a good candidate will have places they do and do not want to work. Have you accurately described where the job will or might be located?	(Initials)

5 Requirements - Who are you looking for?

Requirement	Sign off
Does the advert make it clear what you are looking for? The best candidates will want to identify themselves with what you say you are looking for.	(Initials)

6 Who will they report to?

Requirement	Sign off
Does the advert make it clear who they will report to? For many jobs, the right candidate will want to feel they are reporting to the 'right' level.	(Initials)

7 Will anyone report to them?

Requirement	Sign off
Will anyone be reporting in to the successful applicant? The best candidate might have feelings about this.	(Initials)

8 Salary – Should you state it?

Requirement	Sign off
Are you going to say what the job pays? If there is a large applicant pool, and your pay scale is fixed, then you might want to state what the pay offered is.	(Initials)

9 Keep it brief

Requirement	Sign off
Is the advert as brief as possible? You want to make sure you say all you need to say, but keep it short. The best candidate is not likely to want to read many pages of information before they apply.	(Initials)

10 Make it professional

Requirement	Sign off
A neat, tidy and professional advert is going to attract neat, tidy and professional applicants. A messy, careless advert is likely to repel neat, tidy and professional people.	(Initials)

11 It should stand alone

Requirement	Sign off
Does your job advert stand on its own? It should read as a complete, compelling argument on why the right people should apply for your job.	(Initials)

12 Make it catchy

Requirement	Sign off
A good job advert should be instantly appealing and memorable. The right candidate should be only half way through it before they begin to decide they want to apply.	(Initials)