**How to draft a job advert**

When drafting your job advert, consider the following:

* When searching for a role jobseekers typically start by looking at two elements: job title and location. Make sure that these are clear and prominent.
* Include an engaging summary of the job at the start of the advert to encourage jobseekers to apply for the vacancy. Ensure that the first paragraph includes both relevant facts about the vacancy as well as encouraging interest.
* The job advertisement should set out the key responsibilities of the role, but doesn’t have to include everything in the job description. Include the qualifications, skills and experience required. Differentiate between the essential and desirable criteria – consider including these as bulleted lists to make them easy for the reader and help them recognise the match between them and the role.
* Limit the number of essential criteria to those that are truly essential rather than ‘nice to have’ otherwise talented candidates may exclude themselves.
* Include the basic but important information that candidates want to know; salary, hours of work (including any potential for flexibility), additional benefits, and where applicable, contract length and start date.
* It’s good practice to include some contact details for questions, as well as sources of other useful information such as websites or social media links.
* The content of the job advertisement should flow in a logical order. Start with the summary paragraph, move onto the role, responsibilities and criteria, and end with general information about the University.
* Remember to write your advert with the job seeker in mind. What will people be looking for and where? What information do they need to know, and what will encourage someone to apply? What is in it for the candidate?
* Before finalising the advert, consider using a tool to assess how gendered your language is. You can find an example [here](https://app.goodpractice.net/#/manchester-tfl/s/61088881).