10 tips for great job adverts

Your job advert is your shop window. It's important to get them right in order to attract that talent you need. Consider some of the following:

1 **Start with a short introduction, talking about the role rather than the university.** This should help people quickly assess if it's the right sort of role for them and encourage them to keep reading.

2 **Provide useful information about the job.** You don't have to list everything on the job description. Instead be clear on the 6-8 key responsibilities of the role. Make sure that the level of responsibility is clear too, and share the challenges and future direction of the role.

3 **Include the skills, qualifications and experience you are looking for** in your ideal applicant. Consider separating these into essential and desirable criteria. It should be clear to a candidate exactly what you are looking for before they apply.

4 **Remember that adverts don't need to be too formal.** It's okay to use informal language such as 'you' and 'we'. This helps people visualise themselves in the role.

5 **Make the advert easy to read.** Keep it simple – and not overly long. 500-700 words should be plenty.

6 **Share what makes the role or university special or unique.** What is in it for the candidate? Remember to sell the benefits of working for us.

7 **Think about your language.** Avoid too much detail and industry related jargon that isn't essential. Use language that your reader uses.

8 **Resist the temptation to cut and paste previous adverts.** Think about how the role may have changed and reflect it in your advert.

9 **If you are willing to consider flexible working then say so in the advert.** This will potentially open up your role to a wider talent pool.

10 **Explain the next steps in the advert.** When will candidates hear from you and what will the process be?