

Effective Advert Writing

What to include in an effective job advert

- 3 'Yes' questions
- Short introduction
- Role responsibilities
- Person Specification
- Rewards/Benefits
- Call to Action

3 'Yes'/Pre Screening Questions

This technique is applied to draw your candidates in. The aim is to have three questions that a candidate can ask themselves and think 'Yes, this is the job for me!'

Examples include:

- Have you got an interest in HR function?
- Do you thrive in a fast paced environment?
- Do you want to make a contribution to the NHS and the provision of healthcare in your local community?

Short Introduction

You need a small introduction. This should be a few sentences that outline your department and the role your advertising. This should be the beginning of your sales pitch.

For example:

The Resourcing department has an exciting opportunity for an enthusiastic administrator to join our dynamic team. This permanent position is well suited to an individual that is looking to advance their career in HR and gain hands on experience in a thriving and supportive workplace.

Role Responsibilities

Next its important to outline what the role will entail and list a few of the main responsibilities. It's a good idea to use bullet points. This makes it clearer and easier for candidates to digest.

The responsibilities of the role are important to candidates. As such, it's vital to always be honest about what will be expected.

To keep the adverts short and snappy, it is recommended to select the top 4 or 5 relevant responsibilities for the advert

Person Specification

Now you need to outline the key requirements for the role.

The requirements themselves will depend on the level of the role. It can be helpful to use bullet points here as well.

You need to also ensure that you are clear over what is essential criteria and what is desirable.

Again, try selecting the top 4 or 5 relevant responsibilities to go in the advert.

Rewards/Benefits

This is an extremely important part of the advert. This section is what will contribute to making us an employer of choice; you want to think about things that set us aside from other local organisations, but you also want your department to stand out against the other roles advertised.

A central location, an industry leading pension scheme and progression opportunities are all benefits that a potential candidate could find appealing

Call to Action

What should the applicant do next? It goes without saying that each advert should end with how you would like that person to proceed, this can be anything from:

- Contact us for further details
- Apply today
- Call 'name' to find out more about this role and arrange an informal visit

Gender neutralising your adverts

Gender neutral language or gender inclusive language is language that avoids bias towards a particular sex or social gender. When constructing your advert, we have put together some tips to help and guide you.

- **LGBTQ Unconscious Bias (“Personal Pronouns”)**

Using “he/she” and “his/her” language is still very common in job adverts and whilst hard to resist, it could still in fact be seen as offensive to someone who does not identify as either.

Consider using “they/their” language, or “you” when writing your advert

Gender neutralising your adverts - phrasing

Be mindful of gender biased phrasing, such as:

- Feminine phrasing:
 - Have a polite and pleasant style...
 - Nurture and connect with customers...
 - Are professional and courteous...
- Masculine phrasing:
 - We're looking for strong...
 - Candidates who are assertive...
 - Who are motivated by high goals...

Gender neutralising your adverts – coded words

Be mindful of masculine or feminine coded words such as:

- **Feminine coded words:** ‘Affectionate, Gentle, Tender, Sensitive, Warm’
- **Masculine coded words:** ‘Dominant, Superior, Lead, Competitive, Confident’

Alternatives could be:

Strong < Exceptional

Lead < Guide

Warm < Engaging

Sensitive < Perceptive

Gender neutralising your adverts – decoding

You can use the following link to decode your advert text:

<https://www.totaljobs.com/insidejob/gender-bias-decoder/>

It can give you clear feedback on the types of language used and which words are biased.

Avoiding racial discrimination

There are some situations where being of a certain race can be seen as a genuine occupational qualification. It's also sometimes the case that an organisation needs to take positive action to encourage people from a certain ethnic group to apply for a job or training because they are underrepresented in the organisation or at certain job levels.

This is regularly seen within Police Force recruitment campaigns where they try and match the ethnicity of their employees with local populations.

Avoiding racial discrimination – writing your advert

When writing your advert:

- Avoid stereotypes when trying to make a job seem attractive to particular ethnic groups.
- Even where language is an important part of the role you must state that someone must be able to converse in the language rather than being from a particular country, for example 'Italian speaking' rather than 'Italian'.