Info Sheet – Writing Recruitment Ads

To write an effective recruitment ad, firstly, you need to ask yourself a few questions:

You need to target your ad to the people you are trying to reach?

What will make them respond?

What is the best way to communicate this to them through your copy?

When it comes to writing the copy, here are some hints to keep in mind:

* Be specific
* Be exciting
* Focus on the benefits of the job
* Write as you speak
* Write in the present tense
* Keep it simple
* Follow the AIDA formula Attention, Interest, Action and Desire. It must attract their attention, then make them interested enough to read further to build their desire enough for them to take action and to apply
* Be credible
* Include a good headline that's easy to understand - longer ones work better than short ones
* The headline should be a question, as this is the most successful type
* Include an element of curiosity
* Qualify the reader
* Use words your reader can relate to
* Get to the point, as soon as possible
* Keep your sentences short
* Include a call to action
* Include contact details

Here are some advertisement templates that we have used in the past. You may wish to tailor them for your business and then simply place them in your preferred newspaper or magazine.

**If you're the bookkeeper**

**we're looking for** ... **You'll be** ...

Friendly, charming, enthusiastic and conscientious ... You'd have high standards and be described as courteous, mature and a relaxed team player ...

You'll be responsible for 4 major roles with **(insert organization)**at our (insert location) based ofce ‑ daily banking accounts receivable, accounts payable as well as the completion of daily reports ...

You'll need to be well presented, trustworthy, punctual and love smiling. You'll be keen to take this opportunity to learn, grow and achieve well above average results and remuneration.

You'll apply the skills you already have in accounting practices and accounting programs. These skills are desired though not 100% essential.

**If you believe this is you, be ready to show me why when you call me before 5prn this Friday on (insert phone number) ... in fact just call me NOW ...**

**If you're the Junior Team Member**

**we're looking for** ... **You'll be** ...

Friendly, charming, enthusiastic and conscientious ... You'd be described as being courteous, having high standards, mature and yet a relaxed team player ...

You'll be responsible for 4 major roles within **(insert organization)**at our office based in (insert location). Being Data Entry, answering calls from our clients and prospective clients, getting orders and marketing letters in the mail and keeping communication flowing in the office.

You'll need to be well presented, love smiling, trustworthy, and punctual. You'll be keen to take this opportunity to learn, grow and achieve well above average results and remuneration.

You'll apply the skills you already have in data entry, Windows based programs and have worked previously in a similar role.

**If you believe this is you, be ready to show me why when you call me before 5pm this Thursday on (insert phone number) ... in fact just call me NOW** ...