

Writing job advertisements

A well-written job advertisement means you'll attract the right person, for the right job. It means that potential candidates are able to determine themselves whether they're able to complete the inherent requirements of the job, and employers are able to judge applicants fairly and systematically based on objective selection criteria.

Be specific, and break down the tasks required

Customer service could mean a number of things – greeting customers as they enter the store and directing them to the correct department, for example.

Focus on what's essential to the role

'Driver's licence required' could mean the ability to travel between worksites. A certificate may be desirable, but perhaps not essential.

Consider attitude and motivation, as well as experience

Asking for 5 years experience could prevent younger people, or those who haven't been able to break into their desired career, from applying.

Avoid asking for personal qualities that aren't easily demonstrated

A 'good sense of humour' is subjective, while the 'ability to work in a team' can be demonstrated at work.

Avoid jargon

'Achieving KPIs' could mean 'working to achieve individual hourly productivity targets as advised by your divisional manager.'

