

# Checklist for Writing a Job Ad

## Search results headline and summary teaser

- Write in a positive tone to make the role and company sound worthwhile
- State the salary package, range, whether it's negotiable or award rates apply
- Illustrate the work environment: busy office, teamwork or independent role?
- Describe the company: blue chip, family owned or online start-up?
- List 'must have' skills and requirements

## Job title

- State what the role is actually called

## Ad details

- List the things most important to you and most appealing to a candidate first
- Present information in a logical order
- Use sub-headings to break up large chunks of words
- List items with bullet points to make the details easy to scan
- Include keywords related to the role, such as alternative job titles
- Give some detail about the employer's background
- Mention the location of the job
- Write about the work environment and culture of the company
- Detail the requirements of the role:
  - Key skills and responsibility areas
  - Qualifications
  - Software or technical knowledge
  - Professional memberships, certification
  - Experience
  - Special skills, eg languages
- Explain the salary, training and development options and any attractive perks
- Check your spelling, punctuation and grammar