
WRITING A JOB ADVERT

A job advert should be easy to read and eye-catching in order to attract your ideal candidate's attention. It should;

- **Provide information about your business;**
- **Get the reader involved by referring to the reader as 'you' and using the second person in the description of the requirements and expectations of the candidate and the job role**
- **Advise of the skills, qualifications, and attributes you need the applicant to have**
- **Tell them what their salary or hourly rate will be and what the benefits will be - most people scanning job adverts determine their suitability by the job title and the salary**
- **Tell them how they can apply for the role – this could be by covering letter and CV or by asking them to complete an application form**
- **Include the closing date for their application**

Job adverts must not discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy or maternity, race, religion or belief, sex (gender) and sexual orientation unless there is a specific reason for this but from a legal perspective exemptions and exceptions are very limited.

APPLICATION OR CV?

Applications for vacancies are usually done by either submitting a copy of a CV and a covering letter or by completing an application form. You will need to decide which approach you want to take.

Application Form	CV
<ul style="list-style-type: none">• Guarantees consistency• Gives you the answers to specific questions• Allows for fairer comparison between applicants• Each applicant answers exactly the same question	<ul style="list-style-type: none">• Allows applicants to apply for the role quickly• Looser and more informal than application forms• Gives candidates the opportunity to inject a bit of their own personality• Not as easy to match the skills and requirements described in the job description and person specification• Makes it harder to judge candidates objectively

ADVERTISING YOUR VACANCY

Currently the most common way for people to look for a new job is on the internet, which may include your own business website.

Other channels include **social media**, **job boards** (websites advertising vacancies), **Job Centre Plus**, **recruitment agencies** (although be aware that they usually charge a percentage of the annual salary if you employ one of their candidates), **regional and local newspapers**, **specialist publications**, **local schools, colleges and universities** and **word of mouth**.



SHORTLISTING

- It is always a good idea to have another person shortlisting applications to help ensure fairness and consistency
- All applications should be shortlisted against the essential and desirable criteria outlined in the person specification and applicants who meet all of the essential criteria should be shortlisted for interview
- Where a candidate does not meet all of the essential criteria, but you deem that appropriate training, guidance, and support may be provided to address the skills gap, they can also be shortlisted
- You should not dismiss applicants who appear to be over-qualified

PART 2: USEFUL LINKS

ACAS is the Advisory, Conciliation and Arbitration Service and works with millions of employers and employees every year to improve workplace relationships. They are an independent public body that receives Government funding. There is a section in their website that can help you with recruitment and selection.

ACAS – [Hiring Someone](#)

ACAS – [Starting Staff – Induction](#)

ACAS – [Useful Recruitment Template Documents](#)



FURTHER SUPPORT

Please contact connect@growbiz.co.uk or via the contact [form](#) if you have any questions.

Alternatively, phone our office on 01828 627790.

Information on Growbiz can be found on our website at www.growbiz.co.uk or via our [Facebook page](#).

