**APPENDIX 7A**



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|  ADVERT DETAILS FORM  |

**FORM R2**

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| **This form should be completed to ensure the correct details are included in the advert for the post.** |
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|  |
| **Post Title:** |
|  |
| **Location:** |
|  |
| **Salary/Banding:** |
|  |
| **Hours:** |
|  |
|  |
|  |
| **Advert Text:** |
|  |
|  |
|  |
|  |
| **Informal Enquiries:***(If appropriate)* |
|  |
|  |
|  |
| Recruitment will insert details of how to apply for the post and a closing date of two weeks after publication date unless otherwise specified. |
|  |
|  |
|  |
| Signed: ……………………………………………………….. | Date: …………………………… |
|  |  |
|  |

**APPENDIX 7B**

### How to Write a Successful Advert

The easiest way to write strong, concise and accurate copy is to follow the ‘classic’ advert structure. This is recommended for a number of reasons. Firstly, you won’t miss anything vital from the advert and secondly, a set structure means you have more writing time and more time to get it right.

**THE “CLASSIC” ADVERT STRUCTURE**

**Job Title, Location, Banding, Salary, Hours of Work**

The Recruitment Section will ensure that these details are included at the beginning of the advert. These will appear in bold and there should be no need to repeat this information within the body of the text.

**Essential Information about the Job**

Think about what’s going to attract the right person, and try not to state the obvious about the job. For instance, secretaries know that they’ll need to type. Also consider what will dissuade the wrong type of applicant.

**Qualifications, Skills and Experience**

Here, if you are likely to be inundated with applications – or in the opposite case, if the role is likely to be difficult to fill – you can strengthen or weaken your requirements as appropriate. This must, however, be consistent with the person specification.

**Informal Contact Details**

Give the name, designation, telephone number and/or email address of a person who is in a position to answer informal enquiries from potential candidates.

**How to apply**

Recruitment will insert these details.

The main point is to keep a consistent tone across the advert – particularly if it’s a large composite that’s been put together by a number of people.

**WRITING THE ADVERT**

**Sentence and Paragraph Structure**

Make them consistent with the natural flow. Try reading out loud – if there is a glitch actually listening to the copy will help you to identify it. Always use full sentences rather than notes.

**Tone**

Use a tone that is not flippant but not overly bureaucratic either. Advertising copy should always engage the reader.

**You & we**

It is reckoned that you can save around 20-30 per cent of the space occupied by your advert by simply replacing all the many variants of ‘candidate’ and ‘applicant’ – or discussing the Organisation in the third person – with the direct approach, ‘you’. Similarly, it’s not necessary to repeat the job title or the location within the body copy as it will be clearly flagged up in a sub heading.

**Phrases to Avoid**

Things like ‘will be expected to’ or ‘will be required to’ are pretty old fashioned – and of course take up a lot of space. It’s easier to say ’you will’ or ‘your remit includes’. ‘Should be returned to’ or ‘would be advantageous’ are similarly clumsy. And then there are particular bugbears – ‘are currently looking for’, ‘previous experience’ and ‘enthusiastic’. It’s a recruitment ad, so your audience is already aware you’re looking for people, experience is always, by its very nature, previous and who is going to admit to being unenthusiastic?

**The “Dos” and “Don’ts” of Recruitment Advertising:**

* Do use you and we
* Don’t repeat the job title in the body copy
* Do make every word have a purpose
* Do keep it simple and avoid jargon
* Do be direct and friendly, don’t be imposing
* Do vary sentence and paragraph lengths
* Don’t get too hung up on ‘proper’ English
* Don’t pad with clichés or filler information
* Do ask someone else to read it