

# How to create an award-winning job ad

Let's set the scene; you've been thinking about hiring a new employee for a while and finally the timing is right. You have a clear idea of what the role entails, where it sits in your company and team, and the type of person who would be ideal in the role. Oh, and you have the budget! You're ready to go out to market and see if you can find someone amazing to join your crew.

If you're like many New Zealand employers, you've probably already tapped into your own networks to see if you can find someone the 'easy way'. If this doesn't bear fruit, your next step is to advertise.

Once you've selected the job board most suitable for your role, it's time to craft some compelling ad copy that promotes your brand, your culture, and the role.

## Below are a few tips we hope will help you to write an award-winning ad:

### Layout

Up to 70% of candidates view job posts using a mobile device (probably while on the bus ride in to work!). To create the best experience for this vital audience, your ad needs to be well laid out with a good use of headings (these act as signposts), bullet points for easy scanning, and language that is clean and clear. Make your sentences short and impactful.

### Language

Steer clear of jargon as it's a real turn off for most job seekers. So is overly formal or corporate language; aim instead for a conversational tone that represents your brand in a way that is authentic. Top performing ads say what they mean, using as few words as possible. They also contain action-oriented words like lead, engage, collaborate, to help the applicant picture themselves in the role. Avoid the trap some fall into of using a copy and paste approach from the job description; the language is completely different.

### Tell it like it is

If you have nifty internal titles for your roles, we applaud you. Using these when you're posting an ad on a job board would be a mistake though. Search algorithms on job boards are designed to pick up key words and commonly used terms. Calling an office administrator an office ninja / superstar / guru will not serve you well. Keep creative internal job titles for internal use around the office.

### What's in it for me?

Share the positive things about working with your company including information about your culture, team rituals, your benefits (not just the financial ones), and your approach to flexible working. The more informed and confident applicants feel about your opportunity, the more likely they are to hit 'apply now'.

### Share what you're looking for

This section is a great time to roll out those bullet points. Be as specific and clear as you can about what you're looking for, including qualifications, background, particular skills, and personal attributes. Taking time in this section will help applicants self-select out of your process, saving you time reviewing CV's that were never going to be a good fit for your role. If you're able to, provide a link to the job description to provide even more insight into the role.

### Call to action

And finally, finish your ad with a clear call to action so that applicants understand what you expect from them (CV / cover letter / video application), and the timeframes you are working to. Consider putting your contact details in the ad for applicants who want to connect for a chat before applying.

For ads that the Kin team create, we run our final copy through a gender de-coder tool such as <http://gender-decoder.katmatfield.com/> to check whether the content has language likely to be gender biased. This tool is quick, simple and free.

More than anything, have fun with the process! You're about to embark on the journey to find someone amazing to join your team!

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Trust us. Turn to us. We are Kin.

