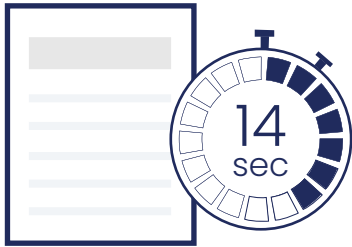**JOBTARGET**

How to Write a Good Job Ad

Crafting a compelling job ad is essential to capturing the right job seeker's attention and convincing them to click the "Apply" button. Job seekers spend an average of 14 seconds reviewing a job description before deciding whether they want to apply so it's important to get it right. Set yourself up for success with this step-by-step guide to creating effective job ads.

01.

Job Title

The job title is the first thing a job seeker sees, and it's the hook to get them to read more about your job.

Use relevant and industry-related keywords to form a clear and relevant job title

Make sure that the job title isn't confusing to the job seeker where it deters them from applying to the position. The job title should be generic enough that a broad audience can immediately identify it as being relevant to them.

Keep it Short

When your job title is short and straightforward, it allows job site search engines to deliver more relevant results to job seekers, improving your ad performance.

Titles should be about **three to five words** long, and no more than eight words long.

02.

Job Description

Laying out the foundation: Before writing your job description, here are a few things to keep in mind to make the process easier and more effective.

The Red Light Rule: When determining the length of your job description, it should be short enough and easy to be reviewed at a red light at a traffic stop. Picture the jobseeker pulling out their phone to skim through your job ad and deciding if they want to apply before the light turns green.

Write your job ad to be employee-focused: When job seekers review your job ad, they will picture themselves in that role. You want the job seeker to feel excited about the role and eager to apply. Adjusting the tone of your job ad to be job seeker focused is a good way to keep their attention.

Introduce the job: Create a short 3-4 sentences summary of the job that encompasses the role's responsibilities and qualifications. This section can create a short and clear vision of the goals the job is trying to achieve and how qualifications and responsibilities will solve that problem/goal. This section might be easier to complete after creating the rest of your job description.

Outline the primary job duties and responsibilities for the position: Ask yourself the following questions when outlining your job ad and record the answers to understand better the position you are advertising.
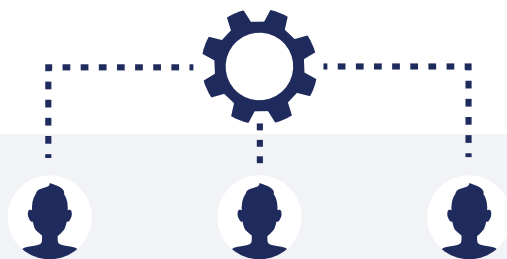
Who is the ideal candidate, and what qualifications do they possess?

What level are they in their career – junior, mid-level, senior?

What team does this position belong to?

What are standard terms used within this industry that are easily identifiable to candidates?

What tasks and responsibilities would the candidate be in charge of?

What departments would this person work with? Would they lead a team or supervise?

What are the minimum qualifications or skills needed to do this job?

What outcomes will this candidate be driving?

What can the candidate learn from the role?

How will the new candidate contribute to the company's mission?

As you answer these questions, you will begin to form the responsibilities and duties needed to fulfill this role. You can also reach out to your team and hiring manager to better understand the role. Surveying employees in the existing department or in a similar role can give you an in-depth understanding of the new position.

Layout the required and preferred skills and qualifications for the position:

Skills and qualifications can be objective or subjective. Objective skills are based on facts while subjective skills can be interpreted by an individual. For example, if you are looking for a sales rep, they might need to be able to make 100 calls per day (objective) and be good with people (subjective).

Technical or hard skills: These are skills, knowledge, and competencies that can be acquired through educational endeavors or project accomplishments. Some examples would be; coding languages, database management, social media marketing, or copywriting.

Soft skills: Soft skills are a set of non-technical attributes, personality traits, and interpersonal skills that an individual posesses that relates to how they work with people and interact in the workplace. Some soft skills can include; communication skills, critical thinking, collaboration, mentoring, delegation, multitasking, and accountability.

Years of experience or expertise in the role: Include the required years of experience the individual should have to perform the duties of this role.

Education or experience equivalent requirements: List the degrees, certificates, or educational equivalent experience needed to qualify for the role.

Certifications or licenses: Based on the industry and nature of the position, a certification or license may be required to legally perform the job.

Make sure to clearly identify the required skills and qualifications necessary to perform day-to-day responsibilities, as well as the "nice to haves" for the role. Consider which skills are crucial and which can be learned on the job. Too many required skills will significantly reduce your applicant pool.

Optional: Adding a salary or salary range to your job ad

82%
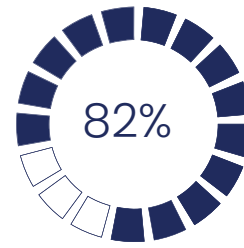
[82% of job seekers](#) wish that more employers would disclose wage and benefits information on job postings. Additionally, [many states are requiring salary disclosure](#) for open roles.

Introduce your company

Add a brief overview about your company to the job description to give jobseekers more insight into your company's culture and mission and to see if their interests align with yours. Try to add the following to help job seekers get a better picture of what it's like working in your company:

- Link to your company's About Us or Careers page to learn more about your company

- Media- pictures, company logo, relevant links, images

Benefits and perks

Add any existing company-wide benefits and perks that your company offers these include:

- Paid time-off
- Health Insurance
- Tuition Reimbursement
- 401k matching program/retirement pension plan
- Paid family leave
- Annual/Quarterly bonuses
- Educational & career development opportunities
- Remote work
- Summer Fridays
- Company-wide events
- Team building events
- Free Lunch Days
- Pet-friendly environment
- Yoga and wellness classes

Are there any unique perks or events that your organization has to offer? Be sure to include them in this section to let everyone know what they will get from your company that they won't find elsewhere.

Affirmative action statement

Don't forget to add your company's affirmative action or Diversity, Equity & Inclusion (DEI)statement to your job description. Organizations that added strong equal opportunity and diversity inclusion language filled 10% faster across all demographic groups.

03.

Get the final pieces in place

Formatting & Tone

The formatting and tone of your job ad effects the way the job seeker interprets the role and how they view your company.

Use inclusive language: Word choice can either encourage or discourage certain groups of people from applying for your job. Be conscious of your phrasing when writing your job ad. For example, avoid terms such as "he" or "she" and use pronouns such as "they" or "you" when referring to the potential candidate.

Use bullet points: List out responsibilities and qualifications in bullet points to make it easier to read and highlight important information.

Showcase your brand: Use your company's brand tone and style when writing the job ad. If your brand tone is casual, don't use a stiff corporate tone in your job ad.

Supercharge your job ad with SEO:

Help the job site's search algorithm deliver your ad to the right candidates by using the most relevant keywords. See the guide here for more information on SEO.