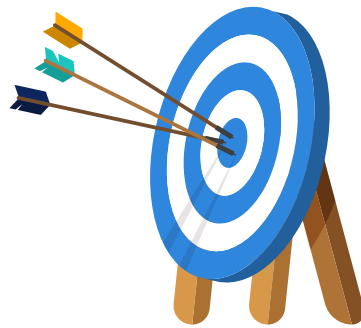


# Targeting the Right Job Seeker Audience



When advertising your role, you want to focus your efforts on the specific audience that fit the position requirements. Tailoring your approach to this audience requires planning and preparation to make sure your job ad resonates. Rather than casting a wide net, take a targeted approach to zero in on the specific audience you need for your specific role.

To do this, you should:

- Create a persona specific to your ideal candidate
- Use data to inform your advertising strategy
- Write a job description that attracts top talent
- Take strategic approach to where to engage with your audience
- Review your campaign and optimize for performance

This guide will help you save money, recruitment effort, and time spent on advertising your roles by focusing your strategy in the right direction.

## Craft a persona

Candidate personas are a representation of an ideal candidate for a job. Using personas can help you create job titles, descriptions, and experiences that are more relevant and appealing to specific candidates.

To create effective candidate personas, put yourself in the job seeker's shoes and ask stakeholders for their input on what makes an ideal candidate. You can also base your personas on high performing employees in similar roles and internal hiring data. Once you've created your candidate persona, you can start generating a list of the types of sites you want to post your job to, as each site can target a different audience.

## Gather data

Once you have a clear idea of who your ideal candidate is, you can then gather data on the best ways to find and engage them. **Recruitment data gives you insights to inform your strategy, such as:**

- Identify commonly used job titles for your position to catch the attention of the ideal job seeker.
- Choose locations to advertise your job based on where you're most likely to find a specific pool of talent.
- Ensure you're offering a salary that's not only in line with the industry standard for your position but that will keep you competitive among top candidates.

## Looking to get started with recruitment data?

[Learn more about JobTarget Intelligence.](#)



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## Create a job description that resonates

A job description is your initial introduction and opportunity to convince a job seeker to apply for the role. Create a detailed description that clearly defines the role and requirements and answers a job seeker's main questions.

Keep these simple tips in mind when creating your job description:

- Use a clear and relevant job title – avoid buzzwords
- Highlight what is unique about your company within the industry and why the candidate should work for you
- Include the salary range even if you aren't required to – it can get you up to 4x more applicants
- Keep search engine optimization (SEO) in mind – use relevant and industry-related keywords throughout your job description to increase quality candidate traffic



Writing job descriptions from scratch can be tedious and time consuming. Try JobTarget's AI-powered [Job Description Builder](#) to instantly generate responsibilities and requirements for your job.



## Reach job seekers where they are

When you're looking for a specific type of candidate, it's important to take a purposeful approach to your job advertising. The "spray and pray" approach isn't going to get you the results you need. Based on your candidate profile and the data you gathered, choose the best method to getting in front of the right candidates.

Consider things like niche job sites, passive candidate sourcing, hiring events (including at universities), text or email campaigns, Google Ads, and more. There are many options and an infinite number of job sites and you'll benefit from taking a targeted approach.



Looking for new ideas to find your ideal candidate? Our Media Services team can work with you to come up with a custom approach tailored to your goals and budget. [Learn more.](#)

## Review results and optimize

Once you've run your recruitment campaign, your last step is to review performance and optimize. Make a note of what worked and what didn't. What metrics are you happy with? Which would you like to improve?

- Regularly review your ad performance.
- Go back to your data and check your performance against competitors.
- Get feedback from the Hiring Manager on the quality of candidates.
- Consider further diversifying your strategy and testing new channels.

### Need help building a more targeted strategy?

JobTarget can help! Book time with a JobTarget Representative to start getting your ads in front of the right candidates for your roles.