

# How To Write An Effective Job Ad

*To attract exceptional employees, it is important that you write an effective job advertisement designed to capture the job seeker's attention. Your ad becomes a sales pitch to lure the talented ranks to your company. Ensure that your ad attracts the RIGHT candidates.*

*Suggested guidelines are:*

**1. Select an explicit & descriptive job title.**

- a. Make sure the job title stands out in the ad
- b. Make sure the job title is clear and specific

**2. Be very specific in the job description.**

- a. Provide a clear statement of the duties & responsibilities of the job
- b. Take advantage of the additional space online job ads provide. Ask yourself which key words the perfect candidate is likely to search for.

*There is no cost to post your vacancy with [www.sasknetwork.gov.sk.ca](http://www.sasknetwork.gov.sk.ca)*

**3. Be detailed in the requirements & qualifications for the job.**

- a. List the knowledge, skills, and abilities required to do the job, for example, educational level, specific computer training, excellent written and oral communication, etc.

**4. Make certain that the ad is well written.**

- a. Check spelling, punctuation, and grammar for accuracy.

**5. Include salary or salary range.**

- a. Posting the salary level in an ad will attract higher response rates from job seekers
- b. Including the salary (wage) also acts as a screening device for the employer

**6. Make it as easy as possible for candidates to apply/respond.**

- a. Provide different options for them to apply: e-mail, mail, in person, drop off or by fax.

**7. Compose the ad as if you are selling a product or service;**

- a. Remember that candidates are shopping for the “best” position.

**8. To save time, money and phone calls, state in the ad that there will be a ‘short list of applicants who will be contacted for interviews’ or ‘only those selected for an interview will be contacted.’**

**9. Would you apply?**

- a. Review the ad through the eyes of the candidate.