

STEPS TO WRITING A KILLER JOB AD

THREE MAIN GOALS



You want people to find your ad on the job boards



You want people who find your ad to actually read it



You want those who read your ad to want to apply



1

IDENTIFY YOUR JOB SEEKER PERSONA

Work with your top three employees to:

- Determine your target audience
- Tailor job ads to the target audience



2

COLLECT CONTENT FOR YOUR AD

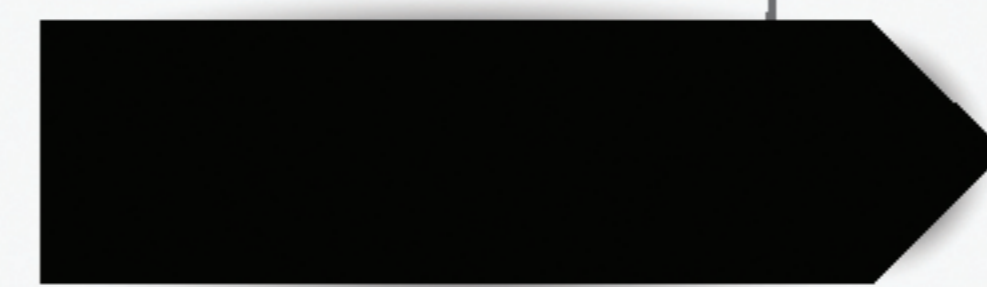
The content should come from your best employees in the position you are looking to fill. They'll provide realistic descriptions and key job duties.

3

CREATE AN OUTLINE

Every good job ad should include:

- Introduction
- Company Description
- "A Day in the Life as [JOB TITLE]"
- Qualifications
- Info About the Schedule
- How to Apply



Don't use a bulleted list with legal jargon

Keep the ad informative and engaging!

4

REVIEW YOUR AD BEFORE YOU POST IT

1. Is there anything in the ad that might be confusing or bring questions? YES | NO
2. Would I be excited to apply for this job? YES | NO

CREATE A KILLER JOB AD AND GET BETTER APPLICANTS!
IT'S THAT SIMPLE.