

TOP TIPS

8-step guide to great advert writing



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STEP 1: DEFINE THE TARGET AUDIENCE

- Take a fresh look at the requirement
- Select the critical technical & behavioural competencies
- Make sure you're being realistic- unicorns don't exist!



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STEP 2: UNDERSTAND YOUR TARGET AUDIENCE

- Define your employment proposition (EVP)
- Consider what features will attract those you're targeting
- Select the right advertising channels



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STEP 3: THE JOB TITLE IS CRITICAL

- Make sure the job title is recognisable and searchable
- Repeat the job title 3-4 times during the course of the advert



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STEP 4: CAPTURE INSTANT ATTENTION

- Create an effective hook to prompt an emotional response
- Use headlines, statements, questions to stimulate interest



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STEP 5: NURTURE THEIR INTEREST

- Use concise but punchy messaging to keep it relevant and interesting
- Avoid jargon or overly complicated words
- Include links to your website/social media channels



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STEP 6: GENERATE THE DESIRE

- Focus on the candidate perspective, it's about them not you
- Make the primary purpose of the role clear to understand
- Be specific about what you're looking for
- Make it interesting – storytelling can be more compelling



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STEP 7: CONVERT INTEREST TO ACTION

- Write to the individual, not the target market
- Make the application process straightforward
- Make it easy for them to find out more



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STEP 8: CHECK YOUR WORK!

- Check for spelling errors or grammatical mistakes
- Make it inclusive and legal
- Check it's not boring!