



# Practical Guide to Effective Advertising

## The Basics

In summary, an advert should aim to be:

- ▶ Relevant
- ▶ Concise
- ▶ Engaging
- ▶ Factual

## Ask Yourself

- ▶ What kind of person are you trying to attract (skills, personal attributes, motivations)?  
Try thinking about a current team member and what makes them good in their role.
- ▶ Which aspects of the job are the most appealing/interesting/challenging/important?  
How do you know? What do your current team members say?
- ▶ What makes your role different from similar roles in other organisations? This could be something to do with the role itself, the work culture, the team and people working there, or the benefits you offer.
- ▶ If you could only communicate one key message to candidates in your advert, what would it be?

## Keep It Relevant And Interesting

- ▶ Avoid stating the obvious - for example, a qualified, experienced Social Care Worker knows what the job involves - use your space to sell your organisation instead.
- ▶ Avoid jargon and unnecessary terminology - it may put people off applying and wastes costly advertising space.
- ▶ Think about qualifications and experience required - for example, asking for experience for an entry level post could be unrealistic.
- ▶ Ring the changes - styles and phrases that are used too frequently rapidly lose their impact.
- ▶ Avoid the "so what" factor - make sure your selling points mean something tangible. For example, "*come and work for a great employer*" doesn't really say very much of substance.
- ▶ The opening sentence needs to keep people's attention. Ideally, it should be no more than 20 words.
- ▶ Keep your style relatively informal and engaging. For example, "*the successful candidate will...*" can sound detached and impersonal, whereas "*you'll...*" makes a stronger impact by personally engaging the potential applicant.

## What Else?

- ▶ Try to include the interview date - even if it's only provisional.
- ▶ Give people every opportunity to find out more about the job. A chance to meet potential future colleagues and/or service users can be extremely useful. If this is possible, say so in the advert.

## Getting The Most For Your Money

- ▶ *Adverts are charged by space not number of words.* Making a few changes to the layout and wording of the advert could reduce your costs by at least 20%.
- ▶ Avoid repetition and stating the obvious, and keep your information concise. For example: "*We are looking for a Care Assistant to join our team*" is a waste of space. The job title is at the top of the ad and people can assume that they will be working in some kind of team. Try introducing the ad with something about how your team contributes to the service you provide.
- ▶ Use the whole width of the advert space.
- ▶ Take advantage of free advertising such as through Job Centre Plus.