Part 3 Sourcing and selection

Good practice in writing recruitment advertisements (Shaun Tyson)

This brief section emphasizes the main points made in the text about job advertisements, given that there is a revolution in communication through the period of technological change and development which continues.

This raises the question: is there a need to spend large amounts of money and time on creating advertisements, which go beyond the more straightforward advertisement which just provides the information simply and in an easy-to-read format, providing the key messages to the reader?

Arguments in favour of a return to simplicity are:

- There are still high levels of unemployment across Europe, especially in the 18–24-year-age group.
- Expensive artwork does not, of itself, attract more applicants – the medium chosen for the advertisement, and the clarity of the advertisement for the job are more important.
- For one-off jobs, where there is not a constant need, it is uneconomical to spend a significant budget.

Arguments for more ‘designer’ advertisements, high cost, unusual, and artistic are:

- If there is a great and continuous need for particular occupations/professions, there is a justification to spend money on raising awareness of the roles to attract passive job seekers.
- The trend towards using social media and the trend to attract job seekers who search for jobs on the move does require different types of advertisements.
- The age profile of the typical online job seeker is no longer only the young and trendy. Jobs boards, linked-in and social networks are likely to be searched by job seekers of all ages.

To summarize, there is now a division between three types of job seekers.

There are those, perhaps mostly young people looking for less senior roles, and in industries where decisions about employment are taken quickly, in particular those jobs which are much sought after. For these people, speed and locality are important. The recruiting jobs board and researchers, recruitment uzz.co.uk, quote ‘Indeed’ research, showing that 62 per cent of job seekers are using mobile devices for their job search, and that UK consumers possess around five mobile devices each. The modern job seekers have a felt need to apply for jobs as soon as these are available, search as they go, and believe it is easier and quicker to find jobs through these devices.

There are also those passive job seekers, who had not thought of, for example, as career in the Armed Services, as a full-time career or as a reservist, or for those who in mid-career might wish to change direction, such as to become a schoolteacher, and similar careers.

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Finally, there are those who have an established view of their work, and perhaps identity, and who look at the media known to carry these roles, for example in the law, in the music industry, in science, or in well-known firms where they might expect to find specific jobs, such as in the oil industry, engineering, and at local employers well known as possible places where opportunities are available. These media will be jobs boards, specialist journals, personal contacts or to particular companies, such as British Airways, or Virgin Atlantic, for example for work as a flight attendant.

There are numerous templates for job advertisements on the internet. Readers are encouraged to look at the excellent article on the internet, ‘How to write good job advertisements’ (published by the Guardian), which lists the important topics to cover when writing advertisements for jobs boards, newspapers, and journals (Jobs.theguardian.com/article/42778004howtowritegoodjobadvertisementstheguardian.com).

Reference

Recruitment Buzz (25 September 2014): mark@ecomdigital.cc send.com