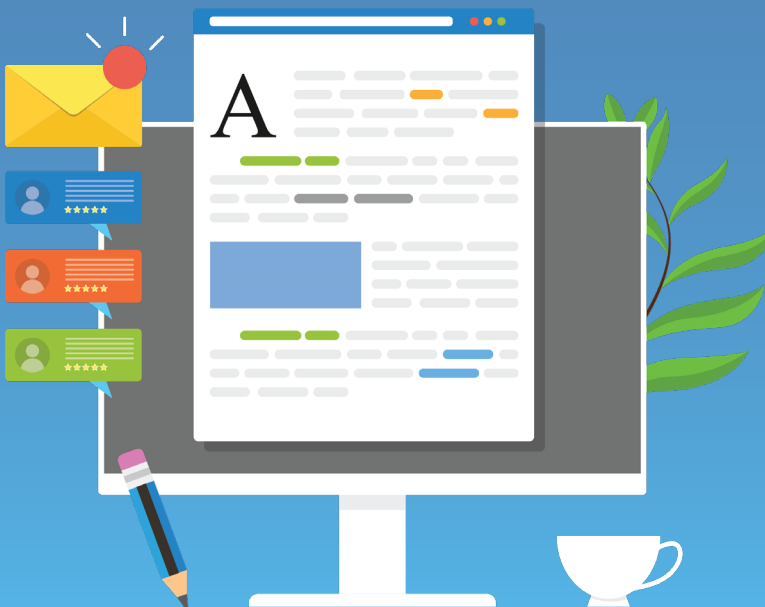




# How to Write a Killer Job Ad

Generate more qualified applicants without spending a dime!

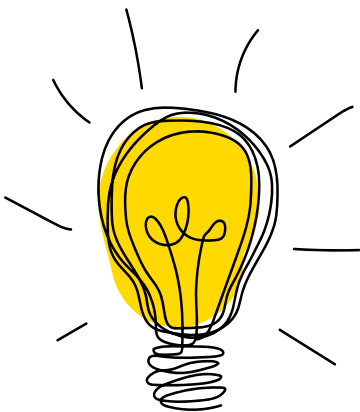


# Introduction

Let's start with a quick question. On a scale from 1-10, how impactful is your job ad when hiring? Most people I talk to don't believe that changing their job ads can really have a substantial impact on their applicant flow. They come to me hoping that I will tell them about some new top-secret job board that they've never heard of or some insider secrets. But the truth is, most don't understand how integral the job ad is or just how powerful it can be when engaging qualified job seekers.

After years of re-writing clients' ads and assessing the results, I can tell you with 100% assurance that adjusting a poor job ad has more impact on applicant flow than any other thing I can suggest. We regularly see increases in applicant flow of 50% to 150% by re-writing their ad based on the outline in this booklet. Not only does an ad re-write require no upfront cost, but you can also quickly test it to prove that it will work without a lot of risks. Simply re-write one ad, post it on your favorite job board, and see what happens. Worst case scenario, you can revert to your old job ad. You really have nothing to lose!

***We regularly see increases in applicant flow of 50% to 150%***



## Steps to Writing Your Killer Job Ad

**If your goal is acquiring talent and making a positive impact on your applicant flow, then why is your process all about you, the employer, and not about the candidate?**

If you want to reach those goals then you've got to take steps to change how you are communicating with potential job seekers.

Re-writing a job ad to be more engaging has been proven time and again to be the most effective approach to increase both the quality and quantity of applicants. Even better, it won't cost you a penny! What follows is our proven process for writing a killer job ad. I dare you to change just one ad. It will be painless and just might change your hiring results forever!

# Define Your Goals

The first step in writing a killer job ad is to clearly identify what your goals are, and then use these goals to drive your writing process. There are 3 goals that you should have when writing a job ad:

## #1 - Attract more of the right people

Job boards are search engines. This means that you need to use the right “keywords” in your job post title and the job ad that are most likely to be searched for by your target job seeker. (i.e. part-time job seekers search for the word “part-time” not “pt”) Take just a few minutes and write down all of the words or phrases that may be associated with your open position and industry. Try searching for a few from your list and see what results you can find.



## #2 - Engage your audience/applicants

You want the people who find your ad to actually read it. Legally reviewed job descriptions, full of legalese language and loaded with bullet point requirements and duties are unstimulating and honestly off-putting to the reader. Your ad should engage and possibly even entertain the job seeker. If your job seeker is engaged there is a drastically greater chance they will apply. Which leads me right into the next goal.

## #3 - Encourage your job seekers to apply

The job ad is about expressing to the job seeker how gratifying it would be to work for your company and how significant the opportunity will be for their career. What’s more, you’ve got to ensure that you have answered most, if not all, of the questions that the job seeker will have before asking them to invest their precious time and energy applying. (i.e. don’t post a part-time job without including the work schedule. If you won’t display the pay rate, at least suggest a pay range, etc.) Lastly, provide clear instructions on how to apply and what to expect during the application process.

# Job Ad Outline

Your ad should include most, if not all, of the following sections. You can play around with the order of the middle sections to achieve a particular flow the way you'd like it, but we recommend maintaining the first section (introduction) and the last section (how to apply).

## 1. The Introduction

The introduction should be a short paragraph (2 to 3 sentences) that is at the very top of the ad. It gives the job seeker a quick introduction to the position, but more importantly, it is generally the snippet that shows up on the job board search results page. This should be short and sweet and contain just enough information for the job seeker to quickly know the most important points to your job offering.

### EXAMPLE

We are looking for a part-time (25-30 hours per week) Customer Support Representative (Hiring Concierge) to add to our team. Don't worry, previous hiring/HR experience is not required, we will teach you everything you need to know! If you enjoy working with people, are good with a computer, and have excellent writing and communication skills, this position is for you.

### Notes

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## 2. About The Company

This section needs to be written from an internal perspective, not what a prospective client wants to know. What does the job seeker want to know about your company? The easiest way to get content for this section is to ask a couple of employees the following question: "How would you describe our company to a friend or family member? (Specifically: what we do, how we do it, why we do it, what our culture is, etc.)"

### EXAMPLE

We are a 10-year old company, with offices in Eagle Mountain & Washington, Utah, that provides hiring software and services to over 4,000 small and mid-sized companies throughout the United States. Quite simply, if it has to do with hiring, we do it. More importantly, our goal is to not just help our clients hire but to help them maximize their hiring results...

### 3. A Day In The Life As a [insert job title]

This section replaces what would normally be the “duties” portion of a job description. Get rid of the long list of boring bullet points from your job description, and replace it with a narrative. Ask one of your employees for their perspective about what their average day looks like. This section can include more than just duties. Employees might talk about meetings, how their manager interacts with them, work environment, extracurricular office activities, etc. To gather this information you could request something like this: “In one to two paragraphs, describe what the average day in your job from start to finish.”

#### EXAMPLE

Working at our front desk will give you the opportunity to do lots of different things. It’s really a mix of sales, customer service, and billing all rolled into one awesome job. Don’t fear the unknown, our training is excellent and we will get you up to speed in no time. Primarily, you’ll be engaging with and talking to customers, whether over the phone, via email, online, or in person. You’ll answer their questions, give them pricing for our services, place service orders, help them with...

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### 4. Job Qualifications / What We Are Looking For

This is one part of your ad that can include some bullet points, but use them very sparingly. An easy way to build this list of requirements is to ask the people that perform this job every day. You still might experiment with leaving the bullet points out and writing this in a paragraph format as if you were explaining it to someone else.

### 5. Work Schedule (Only needed for part-time or flexible positions)

This section doesn’t need to be long, but it does need to be included if your work schedule will be different than a normal 9 to 5, 40-hour per week job. Be specific and provide your ideal schedule and if some of it is flexible. Part-time candidates are typically engaged in multiple other responsibilities.

## 6. How To Apply

Explain to the job seeker what the application and hiring process will look like. If your initial application is short and easy then telling the job seeker this will drive them to apply. (Many employers have long and difficult initial applications. If this describes you, we suggest rethinking your initial application process.) If your hiring process includes pre-hire assessments, multiple reviews, video interviews, etc. Telling your job seeker what to expect will reduce some of their anxiety. Simply put, the more transparent you are with the job seeker, the more likely they are to happily complete your application process.

### EXAMPLE

If you think you have what it takes to do this job, then the next step is to fill out our online application. Don't worry, the application is pretty simple (you won't be asked to provide every nit-picky detail of your entire work history), it simply asks for your resume and to answer some questions to help us get to know you better. We should warn you though, if you are selected to move forward in the hiring process (good news it means you have a chance of getting hired) we will require that you provide us with some samples of writing, take a quick typing test, and complete an online assessment.

## Post Your Job

You've done it! You've created a brand new job ad with some legs and let me tell you, this bad boy is ready to run! At this point in the process, you have two options. Manually posting it to various job boards, or utilizing the powers of an Applicant Tracking System. \*nudge nudge, wink wink\* - Like... I've heard ApplicantPro offers some great hiring solutions for the modern age.

### 1. MANUAL POSTING

Job Boards (Indeed, Monster, Facebook, LinkedIn, Glassdoor, ZipRecruiter, etc.) are always a great place to start. But, we also highly recommend advertising the open position internally as well and utilizing your current employees. Employee Referrals have the greatest likelihood of being qualified and hired.



### 2. Applicant Tracking System (ATS)

If you want to push that new job ad to thousands of job boards with just a few clicks, gain more qualified applicants, reduce turnover, and manage your entire hiring process in one place with only one login. I'd recommend giving ApplicantPro a shot and utilizing our no hassle, free trial. To sales gimmicky? Maybe... But, I'm being honest! I just want to help you get the most out of your hiring experience.

**Applicant** PRO

# The Big Picture

I hope you now have a general idea of how to write a great job ad. Understandably though, it could help to see some examples for our approach. Here are a few examples of both good and bad job ads. If all else fails, and you aren't sure what you should write, reach out to our team.

Part time but doesn't talk about required shifts or days of week, etc.

PART-TIME TELLER	
<b>Job Title:</b>	PART-TIME TELLER
<b>Job Type:</b>	Part-Time 20 Hours
<b>Location:</b>	HERRIMAN, UT

### Job Description:

The Teller is responsible for accurately providing paying and receiving service to members on their share and loan accounts, handling and securing large volumes of cash and other negotiable items.

Qualifications to include a High School Diploma or GED equivalent, basic math skills, strong customer service skills, computer experience, and at least one year of cash handling experience. Prior teller experience is preferred, but not required.

██████████ offers a competitive salary and a comprehensive benefits package. Candidates must have a good credit history for consideration. Salary requirements must be included and resumes must be accompanied by a ██████████ Employment Application for consideration.

██████████ Federal Credit Union is an EOE/M/F/ Disability/Vet Employer.

This ad is too short; It resembles an old school Help Wanted ad previously printed in a newspaper.

### Servers

██████████ Restaurant ★★★★★☆ 6 reviews - Sandy, UT

Full-time, Part-time

Now hiring full and part time positions for night time servers. Hours are 2:00 pm to 10:00 pm OR 4:00 pm to 10:00 pm. If you haven't served before we will train you.

Job Type: Full-time

### » Apply Now

Please review all application instructions before applying to ██████████ Restaurant.

9 people have already applied to this job on Indeed.

Apply Now



## Teller - Floating

Branch/Dept: ██████ Branch

Location: ██████

Approved Hours: Full-Time

### Description

#### Job Performance Standards:

This position is the face of ██████ Bank and provides an excellent experience for our clients. Primary responsibilities include, processing transactions accurately and efficiently in accordance with established policies and procedures.

Tellers assist clients in achieving their financial goals by actively referring Banner bank products/services, and by referring clients to other specialists at ██████ Bank when appropriate. Tellers are part of the sales team, and through in-person and phone conversations with clients and prospects, assist by uncovering and addressing financial needs.

Tellers perform quality work within deadlines with or without direct supervision. Work effectively as a team contributor on all assignments. Maintains an established level of personal reliability and punctuality. Complies with policies, procedure, security requirements, and government regulations. Must meet minimum referral standards set by Manager.

#### Basic Qualifications:

- High school diploma or equivalent.
- Effective oral and written communication skills; proper phone and email etiquette.
- Detail oriented with strong organizational skills.
- Basic math and problem solving skills.
- General understanding of PC with Windows based applications and calculator.
- Ability to work branch hours.
- Minimum three months job-related experience, including bookkeeping, client service, and sales.

#### Preferred Skills/Experience

- Proven client service and interpersonal skills
- Mathematical, problem-solving, and negotiation skills
- Good interpersonal and relationship building skills
- Cash handling experience.
- Sales experience with established goals

#### Special Position Requirements:

- Continuing Education and overnight travel.

#### Physical Requirements:

- Sit 10-20% of workday.
- Stand 80-90% of workday.
- Frequent use of hands to manipulate/grasp objects, occasional bending and lifting from floor height, frequent foot reach.
- Use computer keyboard, calculator, and other office equipment.
- Frequent lifting of 1 - 10 lbs.
- Occasionally lift 25 pounds.

#### Float Teller Position:

- This position will provide back-up teller coverage and assistance at any ██████ Bank retail branch location within a specific geographic region. Work location can vary daily.
- Daily travel between branches required.

[Apply for this Position](#)

[Send to a Friend](#)

*This is a prime example of a grandiose job description being used; Big long lists of bullets, most of which are pretty common sense.*







# Killer Job Ad Sample #1

## Part time Flexible Housekeeping / Cleaning

Do you love cleaning up after people who are on vacation having fun? Ok, let's be honest, nobody is going to answer yes to that question, and if you do then maybe it is time to have your head examined. But if you want to make money, you gotta have a job. Why not have a part time job that is flexible enough to work around your school or kids' schedule?

We are looking to hire a part time housekeeper for our hotel in St George, and no experience is required. So if you are tired of spending your day selling fast food to an endless stream of customers, or if you are sick of working every evening and weekend at the gas station, or heck, if you just need to pick up some extra shifts to make ends meet, then this flexible part time job just might be for you.

## A day in the life of a Housekeeper

The first step in working for us is to define your schedule. Our housekeeping team cleans our hotel rooms each day between 9 am and 3 pm. You'll just need to give us a schedule of when you are available to work and we will plug you in the rotation.

When you come in to work, you will be assigned a set of rooms to clean. Most housekeepers can clean between 2 to 3 rooms per hour. As you are cleaning, your manager will inspect your rooms, and send you back to fix anything that you missed. That extra set of eyes ensures that our customers don't find those mistakes. Doing a great job doesn't just ensure that our customers leave us high marks, it can also result in a little extra cash in the form of tips left in the room!

At the end of the day, you'll be tired and worn out. If you are one of those "glass half-full" people, you might be happy that you got in a good workout without having to pay for a gym membership.

## What is required to be a Housekeeper?

No special skills are required to be a housekeeper. Pretty much anyone can be trained to do this job. That said, there are some requirements that will move you from a good housekeeper to a great housekeeper.

- Hard Working
- Attention to Detail
- Dependable

## How to apply

If you think this job is a fit for what you are looking for, then applying is a snap. Just follow the instructions on this page. We value your time, so we aren't going to ask you to fill out a long, drawn out application. This entire application process should take you less than 3 minutes to complete. Good Luck!

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## Killer Job Ad Sample #2

### Front Desk Customer Service / Sales Rep

Infowest is looking for an outgoing, energetic, and computer savvy customer service/sales rep to work PART TIME at our front desk.

### About Infowest

In 1994, we were the only Internet provider in Southern Utah. Now with over 20 years of experience, residents and businesses can count on us to deliver the best Internet experience available. You don't stay in business for over 20 years without a great team. Our employees are passionate, experienced, and dedicated to delivering great service.

### What it's like to work at Infowest

Working at Infowest can be summed up with one word: Awesome! Yes, this job does include answering the phone, but Infowest is not a boring, high-pressure call center. Our team is focused on solving problems and providing excellent service to our customers, but that doesn't mean that we can't have fun doing it. The positive attitude of the people you will work with will make it almost impossible for you to have a bad day. Our employees love the environment so much that they rarely leave us, resulting in an insanely low turnover rate. What's more, Infowest provides excellent growth opportunities for our employees as you'll have the opportunity to work and collaborate with some of the smartest tech people in St George. This growth even includes growing your paycheck as we provide opportunities for commission and team growth bonuses.

### A day in the life at the Front Desk

First off, we've been in business for a long time, so that means that we've got this whole training process nailed down and organized. We will get you up to speed, so that you'll know exactly how to do your job, in no time.

Working at our front desk will give you the opportunity to do lots of different things. It's really a mix of sales, customer service, and billing all rolled into one awesome job. Primarily, you'll be engaging with and talking to customers, whether over the phone, via email, online, or in person. You'll answer their questions, give them pricing for our services, place service orders, help them with billing questions, or direct them to the right person who can help them with what they need.

If you have a question or need some help, you'll be surrounded by helpful, friendly people who are ready to jump in and collaborate with you in finding the best solution for the customer's needs. Our open-door policy ensures that you can get access to the person who has the information or knowledge that you need to get the job done for our customers.

### **What you need to be qualified for this job**

To be qualified for this job, you've got to have a positive and caring attitude. You'll be engaging with our highly valuable customers on a daily basis, so it is vital that you can show them how much we care. While you are talking to them, you'll also be selling them our services, so sales skills are a must. You'll need to know how to use the tools of the trade, that means phone skills, computer skills, and ability to use software. And finally, since it isn't likely that you have used all the systems that your new job will require, you've got to be willing to jump in and learn how to use our systems and provide feedback on things that we can improve.

### **Are you ready to join our team?**

If you feel like you are the right candidate for this job, just click on the apply button. Our quick application should take you less than 5 minutes to fill out, and your information will then be instantly sent to our hiring team.



**Applicant** PRO



# Killer Job Ad Sample #3

## Customer Support Rep – Hiring Concierge

We are looking for a part-time (25-30 hours per week) or full-time Customer Support Representative (Hiring Concierge) to add to our team. (Don't worry, previous hiring/HR experience is not required, we will teach you everything you need to know!) This job is located in our Washington, Utah office. If you enjoy working with people, are good with a computer, and have excellent writing and communication skills, this position is for you.

### About ApplicantPro

We are a 15-year old company, with offices in Eagle Mountain & Washington, Utah, that provides hiring software and services to over 4,000 small and mid-sized companies throughout the United States. Quite simply, if it has to do with hiring, we do it. More importantly, our goal is to not just help our clients hire but to help them maximize their hiring results while at the same time making the process as painless as possible for their job seekers.

We post our clients' jobs to job boards, provide them with a branded career portal and online application for their applicants to apply through, provide a robust tracking system to help them organize and manage all of the candidates for their jobs, and even provide screening tools to help them hire the best person (like assessments, video interviews, and background checks).

### A day in the life as a Customer Support Rep - Hiring Concierge

This is where you come in. As a hiring concierge to our small business clients, your job will be to answer the phone when they call in (or respond to an email/chat), and gather enough information about what they are looking for to help them write an engaging and informative ad that will drive job seekers to apply. Because you are super creative, your ad is going to generate a ton of interest. This means you will also need to create job screening questions that will help the client quickly identify the most qualified applicants for the job. With job ad and questions in hand, you will post the ad in our system and push it out to job boards all over the Internet to start generating interest.

As applicants start pouring in, you will be responsible for training and supporting our clients as they review and screen applicants. You will not just help them use our software, but also ensure that they are following best practices to give job seekers the best experience possible.

This might sound like a fairly daunting task, but you will be provided with all of the training and tools needed to make this job a breeze. We believe in constantly learning and evolving our offerings which means you will have the opportunity to take part in ongoing training to continue to improve your skills. What's more, your manager has over 10 years of recruiting experience and will be there to help you out should you ever have a question.

## **What you need to be qualified for this job**

You might be thinking, I don't have any experience with hiring or providing software support, well that's GREAT because we can train you. To get this job you need to have great writing and customer service skills and be a creative problem solver. You also need to be good with a computer and the Internet.

Experience and/or education in communications, marketing, blogging, would be a great start, but they aren't required (our best writer is one of our programmers). The key here is your ability and desire to act as a consultant in helping our customers attract more qualified applicants to their positions.

## **Work Schedule**

This job will require that you work from our office in Washington, Utah, weekdays during normal business hours. While we can be somewhat flexible with our part-time reps, since our clients work between 7 am and 5 pm on business days, please DON'T expect us to let you work at night or on weekends.

## **Are you ready to join our team?**

If you think you have what it takes to do this job, then the next step is to fill out our online application. Don't worry, the application is pretty simple (you won't be asked to provide every nit-picky detail of your entire work history), it simply asks for your resume and to answer some questions to help us get to know you better.

We should warn you though, if you are selected to move forward in the hiring process (good news it means you have a chance of getting hired) we will require that you provide us with some samples of writing, take a quick typing test, and complete an online assessment.