

**Crafting Effective Recruitment Advertising:**  
The NewHire™ Guide to Writing Ads for Open Positions

## Job Description vs. Job Advertisement

Online job boards require employers to provide a job description for each open position they seek to fill. The text that appears on an online job board, however, is more appropriately called a “job advertisement.” An effective job advertisement should not merely *describe* a job to candidates; it should *sell* the job to them, presenting the most appealing aspects of the job and the employer.

The goal of recruitment advertising is to attract the best available talent to apply for the open position – *not* to prevent the “wrong” people from applying. NewHire users never worry about preventing unqualified or over-qualified candidates from applying for the job. They use NewHire to instantly screen and identify the best applicants from the applicant pool.

The following documents will help you create both an effective job description as well as an attractive job advertisement. Use the “Elements of a Complete Job Description” (page 2-3) document to create or refine your job descriptions. Then use the guidelines in the “NewHire Guide to Writing Job Ads” (pages 4-6) to create advertisements that emphasize the jobs’ most positive attributes through enticing, concise language.

## Elements of an Effective Job Description

1. Job Title
2. Basic Functions
  - a. Explain the essential purpose and duties of the job in a few sentences.
3. Reporting Relationships
  - a. Describe the upward, downward, and lateral reporting relationships within the organization: to whom does the employee report, manage, and/or work with directly?
4. Authority
  - a. What decisions does the employee make? What authority does the employee have with regard to hiring, firing, pricing, check signing, etc.?
5. Responsibility & Principal Duties
  - a. Write an introductory charge that states "Is Responsible For" followed by a colon and a bulleted list of primary and secondary duties.
6. Job Requirements
  - a. Include a bulleted list of job requirements, including experience requirements, education requirements, and software competencies.
7. Criteria for Measuring On-the-Job Success
  - a. What specific goals or targets will define success in this position?
  - b. Use the SMART method to identify goals that are:
    - i. **S**pecific
    - ii. **M**easurable
    - iii. **A**ttainable
    - iv. **R**ealistic
    - v. **T**angible
8. Physical activities and requirements
  - a. Discuss or list any physical demands.
9. Attractive Aspects of the Job
  - a. Describe why this is a great job. Write a few sentences highlighting the most alluring aspects of the position, including location, office environment, benefits, pay range, exciting responsibilities, or even perks like a cell phone or company car. These aspects will be featured in the job advertisement.
10. Compensation range
  - a. Include hourly wage or salary information, as well as information about employee benefits.

## SAMPLE AD

### Operations Manager – Widget Industry

**Acme Corp** seeks an **Operations Manager** with 10 years experience working in widget manufacturing. The primary duties of this position will be to monitor production, ensure quality of widgets, train and schedule staff and oversee raw materials. If you have experience managing all aspects of production including budgets, and you possess the innate ability to motivate your staff apply today to become a part of our team.

The Operations Manager is a part of the executive management team and reports directly to the president. We offer the opportunity to work with a dynamic group of professionals in a, fast-paced safety-conscious work environment. To learn more about our company, please visit [www.acmecorpwidgetsandallthatjazz.com](http://www.acmecorpwidgetsandallthatjazz.com).

At Acme Corp, we pride ourselves meeting production deadlines and delivering top quality widgets to our customers. A leader in the widget industry, Acme Corp delivers the highest quality widgets to its clients in the shortest amount of time. We seek a forward-thinking Operations Manager who sees the “big picture” – who works with the whole of the company and the company’s future in mind.

#### To the qualified candidate, we offer:

- A competitive salary in the \$80,000 - \$100,000 range, depending on experience
- Medical and dental insurance, life and AD&D insurance, 401k and profit sharing
- The opportunity to work with state-of-the-art equipment and to devise an operational strategy that takes full advantage of new widget technologies

#### Job Duties:

- Manage operations in Acme Corp’s multi-plant facility
- Develop and train operations staff to consistently produce the finest widgets
- Ensure quality of all outgoing widgets

#### Qualifications:

- Four year college degree, preferably in widget making
- 10 years experience working in a widget manufacturing operation
- Experience with widget-o-graphic and roto-widget processes
- Experience managing a widget manufacturing operation that does a minimum of \$20,000,000 in sales annually and has a minimum of 100 employees
- Knowledge of widget parts, codes and industry standards

**To be considered for this position, you must complete the confidential application below. No phone calls, emails or faxes please.**

## Job Ad Form

\_\_\_\_\_ *(Generic and common job title (i.e. Account Manager))*

\_\_\_\_\_ seeks a(n) \_\_\_\_\_ with \_\_\_\_\_  
*(Company name) (job title) (experience level and/or number of years of exp.)*

working in \_\_\_\_\_. The primary duties of the \_\_\_\_\_ are  
*(desired area of past work experience) (job title)*

\_\_\_\_\_. If you are an individual with  
*(2 or 3 most exciting or interesting job duties)*

\_\_\_\_\_, and if you enjoy tackling  
*(one or two qualities that are crucial for success in this position)*

\_\_\_\_\_, apply today to become a part of our growing team!  
*(list an important challenge, goal or responsibility)*

The \_\_\_\_\_ is a part of the \_\_\_\_\_ team and reports  
*(job title) (team or group name – i.e. management)*

directly to the \_\_\_\_\_. We offer the opportunity to work with  
*(title of the direct supervisor)*

\_\_\_\_\_ in a(n)  
*(adjective describing qualities of staff members and corporate culture)*

\_\_\_\_\_ work environment.

*(adjective describing workplace – i.e. fast-paced, familial, etc.)*

At \_\_\_\_\_, we pride ourselves on delivering \_\_\_\_\_

*(company name)*

*(corporate value proposition)*

and \_\_\_\_\_. A leader in

*(phrase that describes what sets your company apart for your competitors)*

\_\_\_\_\_, we \_\_\_\_\_.

*(industry type)*

*(two or three phrases that describe the company's products and services)*

We are seeking a(n) \_\_\_\_\_ individual who can

*(attribute of a top performer in this position)*

\_\_\_\_\_.

*(list one most important goal e.g. "can contribute to the bottom line by closing sales using a consultative sales approach")*

**To the qualified candidate, we offer:**

- A competitive salary of \$\_\_\_\_,\_\_\_\_ to \$\_\_\_\_,\_\_\_\_, depending on experience

- \_\_\_\_\_  
*(List any bonuses, commissions, and perks etc.)*

- \_\_\_\_\_  
*(List all appropriate insurance, benefits, 401k/403b, holidays and vacations, etc.)*

- \_\_\_\_\_  
*(List a "soft" perk, such as "The opportunity to work in a small office setting where you can see the impact of your contributions on a daily basis" if the company is small, or "the opportunity to lend your own expertise to developing operational initiatives and procedures" if this is a visionary or new role at the company.)*

**Job Duties:**

- \_\_\_\_\_  
*(List 3 to 5 job duties here. Highlight the attractive, interesting and primary duties – not every duty.)*

**Qualifications:**

- \_\_\_\_\_  
*(Education level required, including degrees necessary or certifications)*
- \_\_\_\_\_  
*(Required # of years experience working in industry)*
- \_\_\_\_\_  
*(List any required experience with any software, hardware or industry-specific technology)*