Good advertisement checklist

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| [ ]  | Opens with a heading to attract the attention of your ideal applicants. |
| [ ]  | Is as short as possible.  |
| [ ]  | Uses sub-headings so it’s easy to scan content. |
| [ ]  | Uses short sentences and bullet points. |
| [ ]  | Provides a realistic overview of the agency, job and benefits. |
| [ ]  | Uses inclusive language that:* is positive and applicant-focused (for example, ‘You will have the opportunity to…’ rather than ‘the successful applicant will…’)
* focuses on skills and abilities rather than years of experience to attract talented young people
* uses gender-neutral wording to get more responses (look at free online “gender decoder” tools to highlight subtle gender bias in job advertisements)
* limits the use of “insider language” such as jargon and acronyms
* avoids ageist language such as ‘go-getter, ‘high-energy’, ‘tech savvy’ and ‘digital native’
* uses images and videos where possible to add interest.
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