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. |