Six tips to write an effective advertisement

1. Provide a summary of the agency and who it serves.
2. Give a concise overview of the job (consider job requirements). It’s not essential to attach a job description.
3. Describe the benefits package (describe your agency as an attractive employer). Be creative to stand out by including culture, values (how to integrate values into your process) and other benefits such as location, career development and wellness programs.
4. Include the assessment criteria (decide what you are looking for in a new employee) that describes the characteristics, mindsets and behaviours that a successful candidate needs to demonstrate.
5. Outline the assessment process and any adjustments to support people from diverse groups participate fully in the process. At a minimum this includes the application requirements.
6. Provide contact points:

* One person with a good understanding of the job, assessment process and what you’re looking for in an applicant who is available throughout all stages of the recruitment process.
* One person to discuss adjustments that may need to be made to the process. It is best if this is not the job contact.