

# Job Advertisements

## Writing effective job advertisements

The best techniques for writing effective job advertisements are the same as for other forms of advertising. The job is your product; the readers of the job advert are your potential customers.

The aim of the job advert is to attract interest, communicate quickly and clearly the essential (appealing and relevant) points, and to provide a clear response process and mechanism.

Design should concentrate on clarity of text, layout, and on conveying a professional image. Branding should be present but not overbearing, and must not dominate the job advert itself. The information must be communicated effectively one way or another to the target audience.

Job adverts and recruitment processes should follow the classical AIDA selling format: Attention, Interest, Desire, Action.

- Use one simple headline, and make the job advert headline relevant and clear - this is critical in a world where Google dominates
- Use language that your reader uses and will search for online
- Use bullet points or short bite-sized paragraphs - you have less than 30 seconds to connect
- Try to incorporate something new, innovative, exciting and challenging - find your hook

## See the following samples



**PGA of Canada Assistant  
Golf Professional**



**PGA of Canada  
Director of Golf**



**PGA of Canada  
General Manager**



**PGA of Canada  
Head Professional**