

HOW TO WRITE A

STAND
OUT

JOB ADVERT



ATTRACT THE
CANDIDATES
YOU WANT.

THE WORKBOOK

NEWHIRE365.COM

SECTION 1: INTRODUCTION

Lecture 1: Introduction

LET'S RECAP

1. If you are struggling to get great applicants for your jobs, this is the course for you.
2. A great job advert will help you attract great candidates. The good news is that not many companies do this well.
3. Don't forget this is an ADVERT – it is supposed to compel people to take action
4. By the end of this course, if you follow the steps, you will have a completed job advert. You will also have a formula that you can use again and again.

Lecture 2: Why Does A Great Job Advert Matter?

LET'S RECAP

1. 90% of global professionals would be interested in a new opportunity

BUT only 36% of those are actively looking. That means you need to catch the attention of the 54% that need to be tempted. A bland, lifeless job description won't do that.
2. It's particularly important to you shake up your job adverts if.....
 - You are getting a depressingly low number of applications to your job ads.
 - You're in an industry or location that is highly competitive for great resource
 - You do get a decent number of applications – just not the ones you want.
 - You're a small business that can't afford to make any mistakes on hiring so need to get the best candidates to choose from.

Lecture 3: It's An Advert – So Sell

LET'S RECAP

1. It's an advert so we need to get our sales heads on

By following the proven sales formula for writing great adverts, we can ATTRACT the right candidates, hold their INTEREST to read on, create a DESIRE in them to find out more, give them EVIDENCE that it's a great place to work and get them to take ACTION (press the Apply Here button!!!)
2. There are multiple benefits to having a stand out job advert

- The obvious one - you get a much stronger list of candidates to interview.
 - Your customers see you are serious about hiring the best people to serve them
 - It makes for a better interview process – your candidates know a bit more about what makes your company tick
 - You help with self selection. If people don't like what you are about, they won't apply. And that's good. We only want the right ones to apply.
3. You need to understand what your candidates want to hear and tell them!

Lecture 4: Tell Your Potential Candidates What They Want To Know

LET'S RECAP

1. Job hunters are not just interested in the money and the job responsibilities
 - 66% want to know about culture and values. 50% want to hear about your mission and vision
2. And specifically they want...
 - An honest perspective
 - To hear your employees views
 - To know what makes you different
 - Clarification around your vision and strategy
3. Knowing why they leave their jobs is pure gold we can decorate our job advert with
 - 43% are looking due to lack of career growth.
 - 35% in search of more challenges.
 - 29% (a surprisingly low number) are unhappy with their compensation and benefits

SECTION 2: THE 6 ESSENTIALS OF A STAND OUT ADVERT

Lecture 5: Who Is Your Audience?

LET'S RECAP

1. You need to think about two things.
 - Who are the type of people that are likely to apply?
 - What might those people want from a job?
2. Everyone wants something a little different and when we understand what that is we can tailor our job advert to those people.

OVER TO YOU.....

- Write down the type of person you think will apply for the position.
- List three or four things they will want from the job

TIP: Talk to other people in the team in the same demographic to see what motivates them

TIP 2: There might be more than one 'type' of candidates. See my example below.

I BELIEVE MY CANDIDATES WILL WANT THE FOLLOWING THREE THINGS

- 1.
- 2.
- 3.

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

I believe there are two types of people that this job will appeal to most

1. Working Parents (typically mums)

They will be looking for

- Some flexibility
- A fun environment
- Something that will challenge them a little
- Room for growth if they want it in the future

2. Entry level post School/University

They will be looking for

- Some varied experience. This will be a stepping stone for them
- A social atmosphere
- Potential for progression

Lecture 6: What's Your Company Personality?

LET'S RECAP

1. DON'T go to the website and copy and paste the company values – unless of course that is what you genuinely work to.
2. How would you describe what it's like to work at your company? Ask your team the same question. We want to use these words to keep it real.

OVER TO YOU.....

- Note down how you would describe the work environment?
- List the words your teams used to describe it?
- Identify three points that you want to focus on in your job advert

THE THREE THINGS I WANT TO SHARE IN THE JOB ADVERT TO SHOW OUR PERSONALITY ARE:

- 1.
- 2.
- 3.

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

How I would describe the company

- We work as a team. It's fun.
- We make decisions based on what our customers need
- We like to take action
- We hate unnecessary meetings

How the team describe the company

- We are always looking to get better
- We work really hard
- We hate to fail
- We do put in long hours when we have a big deadline
- We work hard but laugh a lot

Three points to focus on

TEAM – We succeed as a team

ACTION – We make it happen

FUN – We work hard when we are having fun

Lecture 7: 4 Steps To Making It Searchable And Tempting To Read

LET'S RECAP

1. Don't get creative with your job title. They might not find you. And don't forget to include location.
2. Read your job advert out loud. Is this the way you would describe the job face to face? Picture your ideal candidate and write your job advert as if you were writing it for them.
3. Make it easy to read. Use short sentences and keep lots of white space. Remember 77% of job seekers use mobile apps to search for jobs.
4. If you want more people applying for your ads, keep the job ad between 800- 1000 words

OVER TO YOU.....

Right now, all you have to do is keep these points fresh in your mind as you pull together your job advert together. I have added these points to a checklist so you can review your finished job advert against these points at the end

Lecture 8: The Checklist

OVER TO YOU.....

There is a PDF and Word version of the Checklist in the resources section of this lecture. Go ahead and download it to keep with you as we start to write the job advert.

Are you transforming an existing job advert rather than starting from scratch? If so, you may find it useful to run through this checklist against your existing job advert to highlight the key areas you need to work on.

Below you will see the job advert that I am using as my starting point from Frank's Fabulous Foods. It is an actual job advert that I downloaded from a job site. You will see that there is lots of room for improvement. Feel free to assess this against the checklist and think about what you would focus on.

The Starting Point from Frank's Fabulous Foods Job Advert

What changes would you make based on the checklist?

Call Centre Operative

Summary of main purpose of job:

Responsible for answering customer calls, processing sales, queries and also customer complaints. Providing excellent customer service.

Experience level/Qualification level

Experience of using customer service skills, including a high level of telephone work.

Main Duties/ responsibilities:

- Taking calls from customers processing orders and order queries
- Liaising with other departments to resolve customer issues.
- Taking necessary action to resolve queries and re-contact customers
- Dealing with manual orders and queries by fax, post and email, may also provide written responses
- Processing orders from our stores
- Refunding customer accounts on returned items
- Data entry for catalogue requests

Role Competencies:

- Excellent telephone skills
- Use of mail order database system
- Strong product knowledge
- Understanding of customer profile

SECTION 3: THE STRUCTURE OF YOUR JOB ADVERT

Lecture 9: The Structure Of Your Job Advert

OVER TO YOU.....

In this section we briefly ran through the structure we were going to use for our job advert. Go ahead and download the template with this structure. You can use this to add the content for each section as we go along. You'll find it in the resources section of this lecture.

SECTION 4: PULL THEM IN WITH AN ATTENTION GRABBING OPENING

Lecture 10: How To Make Them Stop And Read Your Advert

LET'S RECAP

1. If your opening lines are a little different, you are more likely to catch their eye
2. Some ideas for interesting openings are

Identify a need/desire

Ask a question

Talk to your ideal candidate

Say something unexpected

Tell a story

Make a claim or promise

Make a controversial statement

Paint a picture

Use statistics

Open with a quote

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS?

I played around with a few of the ideas above.

Talk to your ideal candidate

Do you want a part time job that gives you some flexibility but also a career path? Just because you are juggling commitments both at home and work, it doesn't mean you want a dead end job. You have skills and you want to show the world you've got them.

We'd love to meet you if those skills include delivering legendary levels of customer service.

Ask a question?

What's the best customer experience you've ever had?

Our aim is simple. If one of our customers is asked that question, we want them to say our name. Or perhaps your name. Because we know that without the right people representing us on the front lines, we'll never achieve that. We need you if you believe a problem needs solving, not deflecting. And if you can build great rapport with someone even over a short phone call or live chat.

Say something unexpected

Great customer service is an art form.

Not everyone could paint a masterpiece, and only certain people can consistently deliver jaw dropping customer service. In fact, painting the masterpiece is probably easier isn't it? You only have to do that once.

Do you have the gift to delight customers? Do you believe that every call with a customer is an opportunity to gain a raving fan. Then I think we should talk.

I decided to go with this one. I then added a short introduction to the company.

Great customer service is an art form.

Not everyone can paint a masterpiece, and only certain people can consistently deliver jaw dropping customer service. In fact, painting a masterpiece is probably easier isn't it? You only have to do that once.

Do you have the gift to delight customers? If you believe that every call with a customer is an opportunity to gain a raving fan, keep reading.

Frank's Fabulous Foods is passionate about delicious, organic produce. We started with a stall in a local market in 2004 and have since grown to selling organic hampers and food gifts online and deliver all around the UK.

Most of our growth is due to customers recommending us to their friends. That's why we believe our customer service should be as amazing as our mouthwatering chocolate muffins. And they're good!



Debbie Yarwood

I started with 'something unexpected'



Debbie Yarwood

I'm talking directly to my audience – I'm telling them I know how hard customer service is



Debbie Yarwood

Introduced the company



Debbie Yarwood

The tone of this intro is informal – reflects some of the personality of the company

OVER TO YOU.....

Now it's time to start crafting your own. Take a couple of the ideas from the list above and start playing around with them.

TIP: Sometimes I find it easier to choose the one to use once I have written the rest of the job advert. I know what areas need a bit more focus then.

SECTION 5: WHAT'S THE JOB ABOUT?

Lecture 11: How To Share The Key Points And Make It Real

LET'S RECAP

1. Reduce the laundry list to the key points
2. Make sure the details are up to date (especially if you are recycling an old job description).
3. Talk to your team to capture the important activities. Use their words that may resonate with your ideal candidates.
4. Share this information in a way that paints a picture. Day in the Life? What success looks like?

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

The key points I wanted to get across were these:

- The majority of the day is spent on customer calls, helping with a diverse range of enquiries.
- Some queries require some follow through that will require working with other departments
- We value their input and use this to feed into the 'grand plan' for our future
- In between calls, there are other customer service activities to complete
- They will also get involved in 'ad hoc' activities as required (like the Christmas example)

I decided to go with the 'Day In The Life' format as I felt this represented better the diversity of the role.

What's the job?

A typical day as one of our Customer Service Advisor can look a bit like this:

- You spend much of the day taking customer calls. (Mondays are particularly frantic!) They could be asking you anything from delivery timings, advice on which product to buy or a view on how 'hot' our jar of 'hot' red peppers really are.
- There'll always be the query that takes some work behind the scenes to resolve. You liaise with the relevant departments (you've got to hope that is sales because they have chocolate in their office) and call the customer back promptly with the answer (as soon as you have finished your mouthful, obviously.)
- In between calls, you'll sort out orders that have come in via post, email and fax (yes, really!)
- You join a meeting to share your thoughts about how we can make the customer experience even better.
- The hot red peppers turned out to be too hot for someone! You process a refund on a jar that was just returned.
- It's Christmas!! Well, it will be in a few months so it is all hands to the keyboard to update the online catalogue with the new stock. You may take a moment to drool over the Snowman Shaped Truffles.

**Debbie Yarwood**

This is feedback from one of the customer service advisor about the type of questions they are asked

**Debbie Yarwood**

Reflecting the company personality – 'We take action'

**Debbie Yarwood**

Reflecting the company personality – 'We succeed as a team'

**Debbie Yarwood**

Keeping it up to date with relevant information (I'll need to make sure I update it when I post it again in January!)

OVER TO YOU.....

Identify the 5 – 7 key activities that you want to include.

And then share this information in a compelling way.

SECTION 6: WHO DO YOU WANT?

Lecture 12: How To Capture The Important Points And Focus On What Matters

LET'S RECAP

1. Capture what you really want. Look at your requirements and run them against this list
 - Have you captured the skills and qualities that your best people display?
 - Teams change. Are there any gaps (in skills or qualities) that this role could help fill.
2. Focus on what really matters
 - Think about the results you need your candidates to have delivered in previous roles (this might be more important than years of experience)
 - How can you really emphasize the critical qualities
 - Be intentional when you choose what goes on your 'Must Haves' and 'Nice to Haves' list

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

Our best advisors have a positive attitude, are highly organised and just 'get' great customer service.

Unfortunately some of them are 'fussy eaters' which can be tough when customers ask for recommendations. So we really need more people who love a variety of foods.

Previous experience isn't as critical as attitude.

What are we looking for?

You hate bad customer service. Like really hate it. If you have a bad customer experience, you run through what you would have done differently if that was your customer on the phone.

Experience in a customer facing role is a bonus, but what we are most interested in is a passion to deliver great service. (We don't get it right every time, but we sure do try).

People love communicating with you because of your positive, can do attitude.

It helps to be super organised too. You take great pride in being on top of everything.

You'll take a real interest in our product range, so a love of good food is important.

We want this to be more than 'just a job' for you. You'll get a thrill from contributing to our enthusiastic, ambitious team.

Debbie Yarwood
This is the 'rock star' quality we need. Someone that just 'get' what great customer service is.

Debbie Yarwood
This is a 'nice to have'

Debbie Yarwood
Successful team members are like this

Debbie Yarwood
And this

Debbie Yarwood
This is where our gap in the team is. We have too many 'fussy eaters' which makes it hard to give customers recommendations

Debbie Yarwood
Touching on our personality again 'We succeed as a team'

OVER TO YOU.....

It's time to tell your candidates what you really want

- List the qualities of employees that do the job well
- Are there any gaps in the team you want to fill?
- What are the results you want your candidates to have achieved?
- How can you really emphasise the importance of critical qualities?
- Split up the must haves and nice to haves intentionally

SECTION 7: WHY SHOULD THEY CHOOSE YOU?

Lecture 13: Unleashing The Power Of The Employee Voice

LET'S RECAP

1. Sharing what your employee's say about you is a really powerful way of conveying the spirit of your company
2. You can do this
 - By talking to them and pulling on some of their words to describe your culture
 - Use direct quotes – like testimonials – to give an insight into your culture
 - Catch them on video. Probably the most effective way of letting your future candidates look into your working environment.

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

All revealed in the next section!

OVER TO YOU.....

Share your employee voice

- Review your notes from your team earlier in the course about what it's like to work for your company
- Think of a way you can include your employee voice to convey the spirit of your company

Lecture 14: Create A Well Rounded List Of Benefits

LET'S RECAP

1. Benefits are not all financial. What's great about your company? These are 'beneficial' reasons to work for you
2. Go back to the exercise we did at the beginning of the course about the type of person who would apply and what motivates them. For example - flexibility, autonomy, progression
3. Which of these can you offer? List of these along with the traditional benefits
4. This is really helpful when your traditional compensation and benefits package is not the strongest point of working for you.

OVER TO YOU.....

Time to pull together your well rounded list of benefits

- List out your traditional benefits
- Review what your candidates want.
- Create a list that contains the key things your candidates want.

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

The benefits I thought would be important to my potential candidates were:

Working Parents (typically mums)

They will be looking for

- Some flexibility
- A fun environment
- Something that will challenge them a little
- Room for growth if they want it in the future

Entry level post School/University

They will be looking for

- Some varied experience. This will be a stepping stone for them
- A social atmosphere
- Potential for progression

Why you should apply?

You're good at what you do so we know you'll have a choice of jobs.

You should join us because we put our team first. We know that without great people our customers won't keep coming back. And unless that happens we won't achieve our goal of bringing fabulous organic treats to the masses. Our food is too good not to share.

We are growing and we would like you to grow with us. Customer Service Advisor could just be the first step if you dream big too.

We believe you can serve our customers better if you know our business well. We run an optional secondment programme to allow you to work for three months in different departments, giving you a chance to try something new.

"It can get really busy but that's when I like it best. There is a real feeling like we are all up to something together. We work hard but we laugh a lot too"

Sarah, Customer Service Advisor.


On top of that, we offer great perks


- Competitive salary
- 25 days paid leave
- Flexible shift patterns (we work between 8am and 8pm)
- Get involved in projects to help shape our future
- Frequent tasting sessions of our delicious, organic products
- Family bbq every July
- Personal budget for learning and development
- A friendly office with great coffee and an abundance of free fruit

 **Debbie Yarwood**
We will value you

 **Debbie Yarwood**
Potential for progression


 **Debbie Yarwood**
Variety

 **Debbie Yarwood**
A challenge. Potential for Progression


 **Debbie Yarwood**
A fun environment

Debbie Yarwood
Also reflects our personality 'we work harder when we are having fun'

 **Debbie Yarwood**
Flexibility

 **Debbie Yarwood**
New challenges

 **Debbie Yarwood**
Social

 **Debbie Yarwood**
A fun environment

SECTION 8: GETTING (THE RIGHT) CANDIDATES TO APPLY

Lecture 15: Getting Your Ideal Candidates To Take Action

LET'S RECAP

1. Be clear about how to apply.

Be clear about the process. Don't collect information you don't need. Don't let your application process turn candidates off from applying.

2. Help the candidates who shouldn't apply opt out here.

If you routinely get applications the wrong type of candidates, you can call that out here. "Hey, this job is probably not for you if...."

3. Start screening your candidates

Ask your candidate to answer a question or complete a task to help with your shortlisting. Shortlisting based on relevant information is so much easier than facts from impersonal resumes.

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

Next Steps?

Sound good? We'd love to hear from you. **Just tell us the three things that, in your opinion, make a great customer experience (in no more than 500 words please).** Just click the button below and unleash your customer service inspiration!

Oh and interviews kick off on 7th November so applications in no later than 21st October please. You'll hear from us before 7th November with a decision either way.



Debbie Yarwood

Here's where we ask our qualifying question



Debbie Yarwood

It's good to give an idea of how much information you want.



Debbie Yarwood

We are making the next steps very clear.

OVER TO YOU.....

- Can you simplify your application process?
- Is there anybody that you routinely get applications for that the job isn't right for? Let them know.
- Do you only want top notch applications? Include a simple qualifying question.

SECTION 9: WHAT WILL MOTIVATE THEM TO APPLY?

Lecture 16: Three Workplace Motivators You Should Include In Your Ad

LET'S RECAP

1. Understand the 6 reasons we work.
 - Based on the science of Total Motivation, the six reasons we work are Play, Purpose, Potential, Emotional Pressure, Economic Pressure and Inertia. The first three enhance motivation, the final three can be destructive to motivation
2. Address the 3 motivators in your job advert
 - The right words in a job advert can show the elements of Play, Purpose and Potential in the role.

Words that convey PLAY (remember curiosity and experimentation) include:

Create, Develop, Innovate, Invent, Autonomy, Original thinking, Perform, Experiment, Ideas, Generate, Anticipate, Personalise, Own

Words that convey PURPOSE include:

Achieve, Support, Lead, Connect, Delight, Drive, Help us, Key Player

For POTENTIAL talk about promotion, company growth, acquisition, new clients, learning and development.

HOW DID WE DO IT AT FRANK'S FABULOUS FOODS

We are growing, with an aim of serving every corner of the UK. And we would like you to grow with us. **Customer Service Advisor could just be the first step if you dream big too.**

Debbie Yarwood
Demonstrated room for growth/ POTENTIAL

Experience in a customer facing role is a bonus, but what we are most interested in is a **passion to deliver great service.** (We don't get it right every time, but we sure do try).

Debbie Yarwood
Demonstrates PURPOSE

~~You join a meeting to share your thoughts about how we can make the customer experience even better.~~

- **You're a member of the Customer Experience team, and you get your heads together to work out how to make the service levels even better.**

Debbie Yarwood
I realised I hadn't really included any PLAY elements so I reworded this sentence.

Most of our growth is due to customers recommending us to their friends. **That's why we believe our customer service should be as amazing as our mouth-watering chocolate muffins.** And they're good!

Debbie Yarwood
Demonstrates PURPOSE

OVER TO YOU.....

Review your job advert. Does it convey the sense of Play, Purpose and Potential?

Are there any words you can change to better show these motivating elements?

SECTION 10: FINAL CHECKS

Lecture 17: Did You Sell It?

So how did you do? Go ahead and review your job advert against the checklist. Make sure you aren't missing anything. (I always tweak things at this stage)

Want to see the final version of the job advert for the Customer Service Advisor for Frank's Fabulous Foods? I have attached a PDF with a series of comments as I reviewed it against the checklist (and the changes I made as a result)

There is also a clean PDF version if you want to read it without distraction.