**Advert Writing Tips & Best Practice**

1. **Craft a Compelling Job Summary:**
* Begin with a brief overview of the University and its mission.
* Provide a snapshot of the role's primary purpose and the impact it has on the organisation.
* Highlight the team size and include any information around line management (if applicable). This enhances transparency and clarity, providing candidates with insights into the work environment, reporting structure, and potential for professional growth.
1. **Explore job advertisements from other organisations.**
* Utilise platforms such as Indeed to observe how others are crafting their adverts. Adopt elements you find effective, and disregard those that don't align with your preferences.
1. **Specify Qualifications and Requirements:**
* List the essential qualifications, skills, and experience needed for the job. Ensure that this isn’t a huge list of requirements. Studies demonstrate that long lists will alienate some candidates as they may find a long list of duties overwhelming, meaning you could potentially miss out on qualified candidates.
* Differentiate between "must-haves" and "nice-to-haves."
1. **Showcase Company Culture and Values:**
* Briefly describe the company culture, values, and workplace environment.
* Show what makes our University unique.
1. **Mention Opportunities for Growth:**
* Highlight potential career development and advancement prospects. Demonstrates to current and prospective employees that the University values and invests in their professional development. Additionally, this appeals to ambitious and career-focused individuals who are actively seeking roles that offer not only immediate job satisfaction but also long-term career progression.
* Emphasise how the role contributes to an individual's professional growth.
* Always mention if the role has come about due to an internal promotion. This not only communicates the growth opportunities within the University but also fosters transparency in our hiring process.
1. **Use Inclusive Language:**
* Ensure that the language and tone of the job advert are welcoming to diverse candidates.
* Avoid gender-specific language or jargon that might exclude certain groups.
* Use [Gender Decoder](http://gender-decoder.katmatfield.com/) to ensure your advert is inclusive.
* Avoid specifying the number of years of experience required, as candidates should be evaluated based on their skills rather than a predetermined duration of experience. Legally you can’t quantify years of experience as it could be discriminatory against age.
1. **Be Transparent About Location and Work Arrangements:**
* Clearly state the job location, whether it's on-site, remote, or a hybrid arrangement. This provides candidates with essential information to assess the practicality and feasibility of the job based on its location and their own preferences. Additionally, this help to attract candidates whose location preferences align with the job, increasing the likelihood of attracting individuals genuinely interested and available for the position.
* Include any travel requirements, if applicable.
1. **Keep It Concise:**
* A job advert should be informative but not overwhelming. Be concise and to the point. You don’t want to discourage candidates from applying.
1. **Use Actionable Language:**
* Encourage candidates to take action. For example, "Apply Now". This promotes engagement and can increase application rates.
1. **Maintain Legal Compliance:**
* Make sure your job advert complies with [employment laws](https://www.gov.uk/browse/working) and does not contain discriminatory language.
1. **Proofread and Edit:**
* Ensure there are no grammatical errors, typos, or formatting issues. A well-edited advert reflects positively on our University.
* Ensure the word count does not exceed 430 words if you wish for the advert to be placed on Jobs.ac.uk. This is particularly advisable for academic roles.
1. **Seek Feedback:**
* Before finalising the job advert, seek input from current employees or colleagues to ensure it accurately represents the role and the University.
* Consider the perspective of potential candidates: Would you apply to this role if you were seeking a new opportunity?