

# Example Job Advert Template

## Job title:

Crystal clear, literal and typically less than 60 characters long for Google purposes; full time/part-time

## Company description:

Attention grabbing opening – tangible benefit of joining the team and organisation; boilerplate copy aligned to the EVP narrative

## Job Description:

Explains why this is a great opportunity and how the vacancy has come about; role summary, purpose and why it is important; day in the life to help the candidate imagine themselves in the role; key accountabilities; key challenges – be honest to allow non-suitable candidates to self select out (N.B. use subheadings and bullet points for readability)

## Qualifications:

Essential experience, education, qualifications and technical skills; preferred and/or 'nice to have' experience. Keep to 5 bullets if listing out qualifications or experience.

## Additional Information:

Reward and culture statement; diversity statement; call to action

## Add video



Browse

Video job advert; application process video; employer brand video

# Today's Performance-Based Job Ads

- Today, job adverts have become more **dynamic** and **data driven** than ever before
- **70% of job seekers** start their search using **Google**, yet the best advice is to **write for humans; not robots**
- **Search engines reward well constructed content** by boosting ranking, so the advertisement should focus on **selling the role**, not just selling the company
- If search engines **detect keyword stuffing**, your ranking will be **penalised**
- **Artificial intelligence tools**, such as Textio, use machine learning to measure the **impact of an individual word or phrase** on a job advert's apply rate and quality of candidate; and to **reduce bias**
- The rise of **imagery and video** has meant job ads, now more than ever, allow you to **bring your employer brand to life**

Focus on  
**readability** rather  
than search  
engine  
optimisation

Leverage **machine learning** to improve apply rate and quality of candidate; and reduce bias

Bring your **employer brand to life** through video content and imagery

# Mindset Language Considerations

- Women are twice as likely to get hired if the job advert contains '**growth mindset**' language rather than 'fixed mindset', such as: **striving, driven, highly motivated, learn new things, etc.**
- Individuals with a fixed mindset believe their abilities and talents are fixed (i.e. that they are naturally good) whereas an individual with a growth mindset believe abilities and talents can be developed
- Textio report that **fixed mindset** language results in jobs filling **11 times more slowly** than jobs that do not
- The **worst** phrases to use include: **best and brightest, super smart, high performer and highly intelligent**

