



## Your advert should contain:

- A meaningful, accurate description of the role
- The skills or qualifications required
- Where the job is based
- What the salary is
- What additional benefits there may be
- A brief description of you, the employer
- Paragraph or line breaks to make it easier to read.

## It should not contain:

- profanities, for example, swear words or slang
- you should not declare a preferred age of applicant
- sex discrimination is illegal. You must not declare a preferred sex of applicant
- racial discrimination is illegal. You must not declare a preferred race of applicant.

## Have you checked the spelling in your ad

Spelling mistakes are often missed. We recommended you write your job advert in a word processing package such as Microsoft Word and cut and paste the finished advert into the Recruitment Management System after you have performed a spell check.

## Example job advert

### 1 Bar manager – Theme pub

**Salary:** 14000 pa  
**Location:** South East  
**2 Date:** 01 Jan 2004  
**Employer type:** Pub  
**Recruiter:** Pub Management Inc.

**3** We are a pub and bar management company who specialise in providing relief managers to themed pubs and bars around the south east. You will be fully employed by us, but could be sent to many different pubs during your working week.

Applicants for the position will need

- 4**
- At least 2 years bar management experience
  - Proven track record of successes in the theme pub field
  - To be adaptable to varying circumstances
  - Good customer service skills
  - Own car and clean driving license

Responsibilities may include:

- 5**
- Covering for absent bar managers
  - Dealing with staff
  - Stock ordering
  - Banking the days takings

**6** Our offices are based in Brighton, and we will cover any travel expenses. We have a pension scheme and up to 25 days holiday a year.

**7** Applicants interested in this role should apply via caterer.com or directly to the contact information given. Applications should include a CV and a cover letter stating why you would like the role.

**8** We will only contact candidates we wish to call for interview.

**9** **Contact:** Alan Ace  
**Ref:** Ace job 1

[Apply now](#)

## Key

1. Provide a clear job title, and include any additional information relating to the job. As this is the first thing a jobseeker will see, it is important to make it as clear and informative as possible. In this example, 'Bar Manager-Theme pub' provides a lot more information than simply 'bar manager'.
2. Fill in all of the available fields. These pieces of information are vital to jobseekers, and including them will increase the response to your ad. If a jobseeker does not know the salary or specific location of a job, they may be deterred from applying for it.
3. Include an introduction to your company. This gives the jobseeker an idea of the kind of organisation to which they are applying. Use the opportunity to sell your company – include any additional information that may increase jobseekers' interest.
4. Give clear details of the skills, experience and abilities that you want from applicants – don't be afraid to sound demanding. By doing this, jobseekers are instantly able to determine their suitability for the position before they apply. Although we have used bullet points here, they are not essential – they are simply a good way of listing points clearly.
5. When listing the responsibilities of the position, it is again important to be clear and detailed where necessary. Give a good idea of what the job involves and what tasks the applicants can expect to handle if they are recruited for the role.
6. If there is any additional information about the job or your company which you haven't already included, do so towards the bottom of the ad. This may include details of additional benefits, specific locations, or foreign travel.
7. If you are willing to accept applications through alternative methods to caterer, make it clear in the advertisement.
8. If there are only a limited number of methods through which you are willing to accept applications, make that clear. This will prevent speculative application phone calls and similar unwanted approaches.
9. Include a contact name and reference number wherever possible. The simple inclusion of a contact name provides a 'human' aspect to the ad, which allows jobseekers to feel reassured in an otherwise automated process.

