

HOW TO WRITE A JOB ADVERTISEMENT THAT ATTRACTS TOP TALENT

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A guide by Jobasaurus – Smarter Hiring Starts Here

With only 1 in 3 recruiters receiving high-quality applications for their most recent role the need for powerful, well-written job adverts has never been more critical. At Jobasaurus, we believe that a smart job advert is more than just a formality, it's your first and best opportunity to make the right impression on the talent you want to hire.

In this guide, we'll show you how to craft job adverts that cut through the noise, connect with skilled candidates, and drive better-quality applications.

What is a Job Advertisement?

Your job advert is often the very first interaction a candidate has with your organisation. Think of it as your front window, an opportunity to showcase the role and your company in a way that inspires the right people to apply. A strong job advert should inform, engage, and persuade – not just list duties. It's where your values, culture, and mission meet the market.

Job Advert vs. Job Description - Know the Difference

These two terms are often confused, but they serve very different purposes.

- **Job Advert:** An outward-facing marketing tool designed to attract attention and generate applications. It's about selling the opportunity and creating interest.
- **Job Description:** An internal-facing document that outlines duties, expectations, and performance benchmarks. The job advert pulls talent in.

The job description helps define and manage that talent once they're in the process.

The Essentials of an Effective Job Advert

Creating a compelling advert is part art, part science. At Jobasaurus, we've broken it down into seven core elements that every job ad should include:

1. Use a Clear, Accurate, and Searchable Job Title

Your title is the hook. It's what shows up in search results and feeds. Avoid quirky or vague terms, candidates aren't searching for "Rockstar Developer" or "Sales

Ninja." Stick with industry-standard language like "Senior UX Designer" or "Customer Support Manager (SaaS).

" Tip from Jobasaurus: Be specific. The more targeted the title, the more qualified your applicants.

2. Introduce Your Organisation

66% of candidates say they're more likely to apply when job adverts include information about the company's values and purpose. Take this space to quickly showcase:

- What your organisation does
- What makes your workplace unique
- Your culture, values, and mission

Use your employer brand - this is your chance to shine!

Be Transparent About Salary

Salary is the number one factor candidates consider when applying for jobs – yet 74% say they avoid ads that don't mention it.

Whether you include a range or a starting figure, transparency here builds trust, saves time, and aligns expectations. Plus, pay transparency is increasingly linked to equitable hiring practices.

3. Be Clear About Location (and Work Model)

Ambiguous location info is a red flag for candidates. Be clear and upfront about:

- Office location
- Hybrid/flexible working options
- Fully remote opportunities
- Travel expectations (if any)

Clear info here = fewer unsuitable applications.

4. Outline Key Responsibilities

Candidates want clarity. Use concise bullet points with action verbs (e.g., “Lead,” “Manage,” “Coordinate”) to describe core responsibilities. And don’t forget:

- Reporting lines (e.g., “Reports to the Head of Sales”)
- Team structure
- Cross-functional collaboration

Clarity helps candidates picture themselves in the role and reduces uncertainty later.

Set Out Essential Criteria – But Keep It Balanced

Yes, you need to be clear about what skills and experience are essential. But don’t go overboard. Overly rigid criteria can turn great candidates away, especially underrepresented groups or those without traditional career paths.

Include a balance of:

- Technical skills
- Soft skills
- Qualifications (and whether they’re essential or desirable)

Skills-first hiring means looking beyond the CV and focusing on capability, not just credentials.

5. Include a Diversity & Inclusion (D&I) Statement

Almost half of jobseekers say a D&I commitment is essential when considering an employer.

A short, sincere statement signals that you’re building a workplace where everyone is valued:

This isn’t just a tick-box – it’s a trust-builder.

What to Avoid in Job Adverts

Even the best ads can be let down by a few common mistakes:

- Overuse of jargon: Keep it clear and human.
- Unconscious bias: Avoid gender-coded or exclusionary language.
- Grammatical errors: Proofread, sloppy writing = poor first impression.
- Overly long content: Aim for clarity and brevity, ideally one screen's worth on mobile.

Final Thoughts from Jobasaurus

With 1 in 3 UK workers planning to change jobs this year, the competition for great candidates is heating up. A well-crafted job advert is your most powerful tool for cutting through that competition.

At Jobasaurus, we're here to help employers attract the right people not just more people. By creating clear, inclusive, and compelling adverts, you can boost both the quantity and the quality of your applicants.

Need help creating standout job ads?

Explore our tools and data-backed resources at www.jobasaurus.co.uk and start hiring smarter, today.

