

**How to write an effective job ad
that attracts high salary earners.**



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“Jobseekers are no different to every day consumers and so are more likely to engage with a richer marketing experience that is pictures and words.”

In today’s talent short market, old-age writing practices can no longer get you the results you are after. Businesses cannot afford to place a brief, poorly written ad with minimal details about the job, matched with spelling mistakes and poor grammar, and expect people to apply. Today’s job seekers are likened to consumers and like all other forms of marketing, time needs to be spent on the content of your ad as you attempt to attract the reader’s interest.

At Six Figures we encourage you to spend the time upfront getting the detail and content of the job ad right, as it will result in you attracting the right types of applicants.

Below are three areas to think about when writing your next job ad.

1. Know the Golden Rule - AIDA

It’s called AIDA, just like the opera. And it has been the time-honored golden rule to follow when writing or reviewing any ad, in any media, for anything. It works like this:



A is for ATTENTION

Your first job is to attract your prospect's attention. A strong, interesting and relevant headline is essential. In the case of premium job ads it might be as simple as the position title and the salary offered. Alternatively, use a catchy benefit-based promise that sets the position or the opportunity apart. Consider your audience and what would appeal to them and catch their attention, as a Marketing, IT, Engineering, Finance, HR role etc will all have different trigger points for the reader. Spend some time thinking about what the appeal is before you write your ad.

Research shows that job ads that include salary information attract a higher proportion of better quality and relevant applications than those without. In addition job ads that are written for a single specific job will grab the reader's attention over a job ad that includes a few positions in a single ad. This mass approach of advertising jobs does not appeal to high salary earners. It is only relevant when you are looking at a group hiring campaign such as graduates or call centre staff.

I is for INTEREST

The first couple of paragraphs of body copy must grab and hold your reader's interest and encourage them to read on to find out more. Today's job seekers expect a well written ad, with some quantified content. Make sure that the ad is interesting and relevant, noting that it is important that the ad includes actual specific information about the job, its purpose, responsibilities and the team. Always consider the reader while you are writing and ask yourself if the information is going to be of interest.

General statements do little to engage the reader and result in your ad becoming a blur amongst all other indistinguishable ads. If the ad written is of poor quality, your employer brand in turn becomes associated with this poor standard. This is something to be mindful of, particularly as job seekers are being likened to consumers.



D is for DESIRE

The way to create desire for the position is to sell the benefits of the job. You want your desired job seeker to think: “This sounds good. I want to learn more about this position. This is for me.” You can achieve this by breaking up the body copy with sub-headings or bullet points to make it easy to read and to highlight important points. Again be sure to include facts and information about what the job actually entails, specific skills required, the rewards and benefits of doing the job well, the quality of the team etc. Expand each ad you prepare to include the Employee Value proposition to translate the job seekers interest for the ad into desire for the job.

Desire can be created in a few well written paragraphs. There is a fine balance between having a very brief ad and one that goes on for pages, remembering that the reader will spend no longer than five minutes reading your ad.

A is for ACTION

Remember the role of your advertisement is to connect with quality job seekers. A successful ad will result in quality job seekers pressing the Apply Now button, an outcome each ad should strive for. Ensure your words are engaging enough to urge the job seeker to action. This can be subtle such as “For more information about this terrific opportunity call...” or very punchy such as “Interest in this position is sure to be huge. Make sure you apply now.” Only use these big statements if indeed they are true and if they are suited to your target audience.

Bear the AIDA rule in mind when writing your ads, and always check the finished copy to make sure you’ve covered the bases.

Writing a good ad copy is something that takes time to do well. While current practices of writing an ad in five minutes may be appropriate for junior positions, engaging a higher level, more educated job seeker will require more time and detail.



2. Know your Target Audience

It is essential that you know and understand your target audience if you are to connect effectively with them. Competition for top talent is tougher than ever and these individuals are more discerning and savvy than ever. They know exactly what they want and will work hard to get it. Your advertisement must illustrate empathy and understanding of their desires and needs. Don't beat about the bush. Get straight to the point. Let them know you're on their wave length.

A great way to do this is to write to a particular person, someone you know well and is exactly the kind of person you want to attract. It may be a friend or colleague or someone at the opposition you'd love to win over. If you're after another top brand manager for example, show the copy to your current best brand manager and ask for their input.

This will require more time spent upfront collecting and preparing the copy for the ad however it is more likely to result in you attracting the right type of applications for the position and shorten the time to hire.

3. Know your Employer Brand

The importance of your Employer Brand and how to create and maintain one is covered elsewhere on Six Figures, with an Employer Brand development guide being available.

Nowhere is it more important to understand your Employer Brand and its strengths than when creating premium job ads. In most cases your ads will be your calling card, the first point of contact with the talent you want to attract. What you say and how you say it is vital in the presentation or reinforcement of your Employer Brand. The tone of voice, the look and feel, the language and the layout must all reflect your Employer Brand.



Want to Know More?

Six Figures can provide more help and information on creating effective premium job ads that will translate into applicants.

We are committed to ensuring that the ads placed on www.sixfigures.com.au are of the standard our members expect from a premium job site.

Six Figures is happy to critique your ad copy before or after your ad is posted on our site. Please don't hesitate to contact us on 1300 780 177 or email: advertising@sixfigures.com.au