

## WRITING EFFECTIVE ONLINE JOB ADVERTISEMENTS

### GUIDANCE FOR BIONOW Members and Premium Members

With all online job advertising it is imperative to ensure your vacancy appears in the first 10-15 results, as the potential candidates will not look much further. If you combine this with the fact that your vacancy has been advertised by many other agencies it could get ignored completely.

JOB TITLE	Candidates do not search for complicated job titles such as "Group Financial Controller/Group Finance Director Designate" they search for "Financial Controller" or "Finance Director". By adding a complicated job title you will still appear low down on a candidate's search results. Wherever possible you should keep job titles simple.
LOCATION	<b>Always include a location.</b> Potential candidates want to know where the role is based so they can realistically assess whether this is a feasible position for them.
KEYWORDS	Location and job title are classed as the most relevant factors within a job advert. Repeating these two keywords, approx. 2-3 times each, will help in terms of making your adverts higher on the search results of job boards and search engines. <u>Keywords are underlined in blue</u> in the example following.
SALARY	<b>Salary</b> is one the most popular search fields used by jobseekers. If you do not include a salary your job may not appear on any search as the site sees it as zero salary, then you may miss out on potential applicants.
QUALIFICATIONS	If you are looking for a part-qualified or qualified candidate make sure that you list appropriate qualifications in order to appear in all relevant searches. Ensure this is both in the body of the text and in the qualifications field of the template to ensure maximum exposure e.g. Qualified (ACCA, ACA, CIMA or equivalent).
APPEARANCE	It is a fine balance between providing enough information to attract the right candidate and too much information that overloads candidates, putting them off your role. When writing copy it is worth considering the fact that you need to "sell" the role and make it sound attractive, whilst providing clear details about the role and desired candidate qualities.
ACRONYMS & ABBREVIATIONS	If you need to use an acronym, ensure you detail the full meaning in brackets afterwards. If you do not know what the acronym stands for, the chances are the candidate will not know either, so it is best to leave them out where possible. Remember all but the most obvious abbreviations/jargon can confuse and should therefore be avoided.
CONTACT DETAILS	Always include telephone number and ideally an email address to encourage candidates to apply online.
SPELLING & GRAMMAR	Before pushing the post button, <b>always triple check your spelling and grammar.</b> It gives an extremely unprofessional impression of both your company and Bionow if there are any mistakes in our online job adverts. Remember that the word-processing spell-checker will not pick up on words that are spelled correctly but used erroneously – e.g. there and their. Do not ignore the spelling and grammar suggestions in order to post the job quicker.
DOUBLE CHECK	Double check what your advert looks like on the Bionow website in the job entry form and after it has been validated and put online. Take your time posting adverts. It is not a task to be rushed and says so much about your company and Bionow to potential candidates and other visitors to the site.

## EXAMPLE JOB ADVERTISEMENT

<p><b>Financial Accountant</b> (ACA/ ACCA/ CIMA/ CIPFA)</p>	<p>JOB TITLE</p>
<p>This is an exciting and varied <u>Financial Accountant</u> role in a leading edge supported housing organisation based in <u>Central London</u>.</p> <p><u>Financial Accountant</u> ACA/ ACCA/ CIMA/ CIPFA <u>Central London</u> £70,000 - £80,000 Plus Excellent Benefits Package including Group Pension, Life Assurance, Income Protection and Generous Holiday Allowance</p>	<p>KEY WORD INTRO</p>
<p>We are a leading provider in providing housing, care and support services to vulnerable people and were voted one of the Sunday Times Top 100 best companies to work for in 2008 and 2009. It is a professional, respected, dynamic and financially strong organisation, with a high profile and growing reputation for excellence in the sector.</p>	<p>THE COMPANY</p>
<p>As <u>Financial Accountant</u> you will report to the Head of Finance. You will lead on all financial accounting activities for the organisation, which includes the client and its subsidiary. Included in your responsibilities will be the production of the annual financial statements, the annual external audit, the long-term business plan, the annual treasury strategy, development accounting and regulatory returns to the Tenants Services Authority (TSA).</p>	<p>THE ROLE</p>
<p>This is an exciting opportunity for anyone who wishes to advance their finance career and requires someone with the following attributes and qualifications.</p> <ul style="list-style-type: none"> <li>• A qualified accountant (ACA / ACCA / CIMA / CIPFA) with exposure to all areas of financial accounting.</li> <li>• A thorough knowledge of planning the year-end financial processes and the ability to deal with external auditors is essential.</li> <li>• Treasury management and development accounting experience is desirable and not essential.</li> <li>• A newly qualified accountant from audit would be of particular interest</li> <li>• Up to date knowledge of Housing SORP would also be an advantage but is not essential.</li> <li>• You must have excellent interpersonal skills, be confident in dealing with IT systems</li> <li>• We will consider candidates from all backgrounds but the successful applicant must have strong commercial awareness as well as a genuine interest in the housing sector</li> </ul>	<p>EXPERIENCE</p>
<p>This <u>London</u> based organisation has a progressive and commercial outlook and is dedicated to developing their staff, which makes this opportunity ideal for someone looking to develop their finance career in a supportive and forward thinking organisation.</p>	<p>ADDITIONAL BENEFITS</p>
<p>If you are a qualified <u>Financial Accountant</u> with a genuine interest in the housing sector then submit your CV and a covering letter detailing your suitability for this position.</p> <p>Email Phone Closing date 1 June 2011</p>	<p>HOW TO RESPOND</p>

## FURTHER DETAILS

### KEY WORD INTRO

Headline sentence or two using key words such as location and job title.

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### THE COMPANY

Consider what makes working for your organisation desirable – what are your unique selling points? Are you a market leader? Are you growing? Do you offer a great friendly atmosphere? Jobseekers like to know about the organisation they are applying to in order to decide if it is the type of place where they would like to work. Whilst the advert does not need to provide a 'warts and all' overview it is important to be honest about the type of company and culture in your organisation. Cultural fit has been proven to be an important factor/predictor of job success.

### THE ROLE

Candidates need an overview of the role and day to day responsibilities. The main points to include are:

- Main duties of the role
- Remit and areas of responsibility
- The team and how the role fits within it
- Anything else which is unique or interesting about the role

### EXPERIENCE

If you are looking for specific experience skills or qualifications, then it is important to detail them, making sure you are clear about whether they are essential or just desirable. This is particularly important when specifying levels of experience as 'using number of years' may constitute an indirect breach of the age discrimination act. For search engine purposes, it is again important to list qualifications.

### BENEFITS

Consider what else is included within the package which would make your role desirable and be sure to include them within the advert e.g. benefits, study support, training and development opportunities. This can be as important as the salary and location for candidates deciding whether to apply for your role.

### HOW TO RESPOND

Encourage a sense of urgency. Always include a closing date as this will inform candidates and will also ensure that the Bionow website only has current vacancies online.