



Job Advertisements:

Are You Making These Four Mistakes In Your Job Ads?



HRwisdom

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Introduction

This report is based on an online video presentation previously conducted by HRwisdom on a very specific topic which is an important part of finding and keeping good employees.

Read as business mentor and executive coach Robert Watson (www.ManagingWell.com.au) explains the four mistakes in job ads. You'll also learn how to write your job ads for more successful outcomes.

You'll see real examples being reviewed and see specific suggestions for improvement.

Here's the overall plan for this report:

- We'll discuss the four mistakes made in newspaper job ads.
- We'll give you a simple model to use to make your ads more successful.
- We're going to look at examples of successful ads so you can apply this to your own ads. We'll be looking at both colour ads and text-based ads.



Part 1 - Are you making these four mistakes in your job advertisements?

Let's jump straight into it: Take a look at these two ads which we've literally cut and paste out of recent newspapers. Which one do you think will attract more applicants?

Here's the first ad. Take a look for just a few quick moments.



SHAY

Project Manager

Our client is seeking a Project Manager with solid experience to join its team. The Project Manager will be responsible for a significant modification and the implementation of existing key management systems. The purpose of the project is to incorporate all system changes required as a result of new operating procedures.

Key responsibilities include:

- Providing regular project communications
- Quality control at all stages of the project lifecycle
- Identifying, managing and reporting risks and issues throughout the project life cycle

A successful candidate will have the following skills:

- Project management experience and full project life cycle experience
- Experience delivering projects in software or application development space
- Vendor management experience

Please contact **Specialist Recruitment**
T 02 4425 2200
E recruitment@shay.com.au

Specialist Recruitment shay.com.au

Now, here's the second. Take a quick look.

To maintain the best - we need the best...

At Westac, you can expect only the best - top class training, technology and career advancements; honesty, respect and integrity in the workplace; international opportunities and job satisfaction; and a career that is more than just a day on the job. Join the team at Westac and exceed your expectations with a company that is continually recognised as a leader in its field.

Westac are seeking:

- Plant Mechanics
- Auto Electricians
- Boilermakers

Westac Mine is located 450km inland from Port Hedland and 1800km from Perth.

Benefits include:

- 2/1 FIFO Roster from Perth
- Competitive package
- Exposure to a range of CAT equipment
- Full on the job training and support
- Excellent working conditions
- Large range of Salary Sacrificing options

Interested? For more information please contact our careers hotline on 1800 000 000 or visit our website www.westac.com.au

www.westac.com.au

Most people would probably agree that of the two ads, the first one is going to be more successful. Take another minute to look at the second ad and ask yourself why it would attract more applicants.

We'll come back to these two ads in a minute. But first, what are the 4 mistakes made when writing job ads?

1. Not Standing Out.
2. Not giving the job candidate a reason to read on.
3. Not selling the benefits for the job candidate.
4. Not having a clear and instant next step.

What are the consequences of making these mistakes?

- If your job ad doesn't stand out, people will skip past your vacancy or not even notice it.
- Not giving the candidate a reason to read on. If there is no lure, no curiosity factor then again, people will skip to other ads.

- Not selling the benefits to the candidate will mean that they will put their energy into applying for other vacancies instead of yours.
- Not having a clear and instant next step for the job candidate will leave them scratching their heads wondering what to do next. If you create a situation where they procrastinate then you've lost them.

These mistakes are very common. How many times have you heard someone say that they put an ad in the paper and no-one applied? It's possible that they made one or more of these classic mistakes.

And we should definitely try to avoid these when there's a very limited number of candidates out there to begin with.

A good way to avoid making these mistakes is to apply a tried and true sales and marketing model when writing job ads. We'll cover that in the next section.

Part 2 - The Model For Successful Job Ads

The AIDA Model

A good way to avoid making the four mistakes made when writing job ads is to apply a particular sales and marketing model.

In this next section we'll look at the AIDA sales model has been used for decades in sales and marketing. It stands for:

A = Attention

I = Interest

D = Desire

A = Action

A= Attention

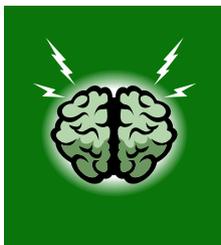


What do we mean by Attention? Attention – the extent to which your job ad stands out from all the rest on a page full of ads. There are several ways to make it stand out: use of colour, banners, size, photos, pictures, or even putting it in the General News section of the paper instead of in the Positions Vacant.

The easiest way to think about Attention is – does it appeal to the eye?

So, once you've caught their eye, Interest is about appealing to the mind...

I = Interest



We are trying to create a situation where the person becomes curious and instinctively wants to know more. Once they've spotted your ad, what will make them read on and find out more rather than skipping to the next job ad with the same title.

For example, imagine your ad is one of six ads on a page for Accounts Clerk, you will lure more readers in even just by using the simple heading of "*Accounts Clerk – are you the best? Read on...*"

You simply want to draw them in to read the rest of the advertisement.

D = Desire



Desire takes us to the heart. This is all about What's In It For Me? Chances are they can guess the most basic benefits of taking the role, however you should spell out anything that sets *your organization* and *this job* apart from the ordinary ads. It might be the pay rate or bonuses, other benefits, special technology, working arrangements, location, a strong safety record, etc.

If Desire is about the heart then Action is about spurring them on to take the final step.

A = Action



What does Action refer to? – This is the easy part. You just need to be clear on where, when and how they apply for the job or at least what they need to do to find out more.

So, let's now look at this in context. Using the AIDA model, how would you apply it to the first ad we saw?

Here's the first again . . .

- Attention:** Border and colour.
- Interest:** Nothing really.
- Desire:** Nothing really.
- Action:** Contact telephone and email address but no deadline.

Now, here's the second again . . .

To maintain the best - we need the best...

At Westpac, you can expect only the best - top class training, technology and career advancements; honesty, respect and integrity in the workplace; international opportunities and job satisfaction; and a career that is more than just a day on the job. Join the team at Westpac and exceed your expectations with a company that is continually recognised as a leader in its field.

We are seeking:

- Plant Mechanics
- Auto Electricians
- Boilermakers

The Mine is located 450km inland from Port Hedland and 1800km from Perth.

Benefits include:

- 2/1 FIFO Roster from Perth
- Competitive package
- Exposure to a range of CAT equipment
- Full on the job training and support
- Excellent working conditions
- Large range of Salary Sacrificing options

Interested? For more information please contact our careers hotline on 1800 000 000 or visit our website www.westpac.com.au

westpac.com.au

Westpac

Attention: Size, colour, picture.

Interest: Banner saying: "We need the best"

Desire: Job-specific benefits and broader benefits.

Action: Uses word "Interested?" Careers hotline and web address.

The second ad is clearly more effective than the first ad.

In the next section we're going to look at some colour ads to demonstrate ways people can make their ad stand out from the rest by applying the AIDA model.

Part 3 - Colour Job Ads and The AIDA Model

What do you make of this colour ad in terms of the AIDA model we've been discussing?

More challenge – more to life

As the largest independent coal company in Australia with 12 operating coal mines in NSW, we contribute to 47% of the state's coal-fired electricity. Proud stewards of safety and the environment and a recognised leader in technology and innovation, we also pave the way for our people's careers.

Located on the idyllic Central Coast and perfectly suited to every lifestyle, our **Woolgoolga Colliery** operation offers a team-based environment within a genuinely open management style and a higher than industry average production bonus payments.

We're looking for people to join us on a permanent basis or in fixed project contract to set up two new production sections of the mine over the next 10-12 months. Backshifts are part of these roles. On completion of the project, there may be the opportunity to join us on a permanent basis.

Electrical Fitters

Be a part of state-of-the-art technology as you get hands-on with repairs and machine maintenance. An appropriate electrical trade certificate and a Qualified Supervisors Certificate are highly desirable. Otherwise, you should have been employed in a similar role within a mine for at least two years prior to 2006. Ideally, you will have underground maintenance experience which has involved working with development and other underground equipment. High voltage switching qualifications and experience are desirable.

It's an exciting future ahead at **Woolgoolga Colliery** and there are no limits to where you can take your career. For a one-on-one confidential discussion on these challenging roles contact **Christine Dobbie**, Mine Electrical Engineer on (02) 4398 5334 or go to www.woolgoolga.com.au and follow the prompts to Employment Opportunities, Current Vacancies and lodge your resume.

Closing date: Friday, 18th July 2008 at 4pm.

Attention: Size, colour, photo.

Interest: Banner saying: "More to life."

Desire: Overall company environment attractors/values, location, higher bonuses, and inferred family-friendly theme with this photo. No limits to career.

Action: One on One confidential discussion. Phone line and very specific web address. Closing date & time spur the reader into action.

Extra comment: Photo of family works at a more subtle level. It almost says "We don't want a Fly in Fly Out Dad – we want Dad at home everyday!"

+

POSITIVE PEOPLE, POSITIVE FUTURES.

Lineworker, Cable Joiner, Electrical Mechanic, Motor Mechanic, Mechanical - engineering trade (fitting and machining)

- School Leavers
- Those wanting a career change

We've been providing the community with energy for life for 100 years. It's something we're proud of and we'd like you to be part of that pride.

Our apprenticeships are for anyone interested in a trade, from those looking for a career change to school leavers, no matter what your age or gender.

Combining hands-on experience with TAFE training, you'll get a smugge-after qualification.

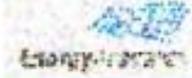
Apply now if you want:

- a lively, outdoors career
- an attractive salary + super
- your TAFE fees paid
- a rewarding career change
- new challenges every day
- a 9 day fortnight
- a supportive team
- flexible work policies

Based in one of our centres in Sydney, Newcastle or Muswellbrook, you'll have completed your high school studies, or be completing them this year, and have sound maths, science and communication skills.

Check out www.energy.nsw.gov.au or call us on 1300 654 654 for more information and to register for the pre-selection test before 24/07/08.

All appointments will be subject to a Police Record Check.
Energy Services is an Equal Opportunity Employer and is committed to environmental excellence.



NSW's largest employer of apprentices



Attention: Size, border, colour, picture.

Interest: Slogan and photo of mates at work – it suggests that “we are a team here”. Mention of those wanting a career change.

Desire: Job-specific benefits and broader benefits. Subtle: Pre-test plays to some people’s desire to be part of a strong team.

Action: Phone line for more information and web address. Closing date & time spurring on action.

City of Perth
Creating Opportunities

Our City's employees enjoy:

- Up to 12.5% Superannuation;
- 17.5% Leave Loading;
- Corporate Gym Membership rates;
- Flexible working arrangements (including one Accrued Day Off per month);
- Paid Overtime;
- Xmas Shutdown;
- Free Parking;

- An excellent working environment and organisational culture, with support for professional development, a highly active social club and opportunities to become involved in various community events and corporate sporting challenges!

... so why not apply for the following positions and see what the 'City of opportunity' has to offer you!

ENGINEERING TECHNICAL OFFICER (CIVIL)

\$50,221-57,454 pa

As part of a team, undertake the detailed design and drafting of municipal projects and assist in the development of strategies relating to the management of Council's infrastructure and in particular drainage and roadworks.

Applications close Monday 21st July 2008

For more information about any of these vacancies, or to obtain an application package, please telephone +61 8 9477 7577, e-mail jobs@cityofperth.wa.gov.au or go to www.cityofperth.wa.gov.au.

www.cityofperth.wa.gov.au

Attention: Size, colour, pictures.

Interest: Seems to have gone straight to desires. If anything, the sub-heading: "Our city's employee's enjoy"

Desire: Job-specific benefits and broader benefits.

Action: Phone line, web address, email. More information and for application package.

Regarding the **Action** point, one really good tool is telling people reading the ad to email in for an information pack – you'll get a much higher response rate. People like the sound an *Information Pack*. You've got so much more space to sell the benefits and interesting points of the job and your organisation. And, as an added bonus, the delivery of the Information Pack can be automated.



SECURE A BETTER FUTURE

Give your Career a head start by joining our Apprenticeship Program today!

This unrivalled opportunity will allow you to drive your career to an area that will ensure your success in the future.

Wentworth Coal is one of Australia's leading mining organizations with a highly successful record in the development and management of world-class open pit and underground coal operations.

Wentworth Coal, in conjunction with the NSW Education Department, are offering Apprenticeship opportunities in January 2009 for Plant Mechanics and Electricians at our Abbot Mine, Abbot Mine and Abbot Mine Operations within the Hunter Valley. These innovative apprenticeship programs ensure an integrated rotation plan (on and off site) that aims to expose Apprentices to a broad range of mechanical and electrical functions in a world-class environment over a four-year program.

If you describe yourself as a self-starter, have a 'can do' attitude, and want to work with state of the art equipment this is the career opportunity for you.

To be successful you will require the following:

- School Certificate (completed or near completion)
- Strong commitment to safety
- A desire to learn and work within a challenging environment

To apply for these opportunities please send a written application detailing work experience, study beyond school, extra-curricular activities and interests, school results and report cards. Also include the names and contact details of a minimum of two referees.

Written applications can be sent to recruitment@wentworthcoal.com.au before 18th July 2008.

Wentworth Coal and NSW actively promote equal opportunity in the workplace.



Attention: Size, colour, pictures. This is clearly a happy friendly place to work

Interest: Banner saying: "Secure a better future"

Desire: Structured apprenticeship program and overall company environment attractors/values.

Action: Very specific process for written applications.

Part 4 - Text-Only Job Ads and The AIDA Model

The ads we've seen have had lots of pictures, colour, size, etc and are obviously going to be more expensive.

In the next section, we're going to look at how the AIDA model works with smaller, text-based ads.

So let's turn our attention now to smaller, text-only ads and look at how to apply the AIDA model.

Take a look at this very standard ad for an Office Administrator . . .



Attention: Nothing.

Interest: Nothing - except for location if people want a job in Castle Hill.

Desire: Nothing.

Action: Fax number for resumes.

Now take a look at this page. It is largely a sea of black and white text. Only a few ads stand out. Notice the one over on the top left side? "Drivers With A Difference."

Driver - With A Difference

Are you sick of working hard and not receiving any recognition? Do you enjoy driving and don't mind early starts?

If this sounds like you then read on as this is an excellent opportunity to earn exceptional money as each order delivered generates commission.

As a driver you will be performing multi drop deliveries of frozen foods around the metro area. To be successful you will require the following:

- An HR licence
- Avail for early starts 5am

To find out more about this fantastic role, contact:
Aaron on 9246 7642 or e-mail resume to ahc@au.com.au

LONG DISTANCE DRIVERS

UP Team - Husband & Wife
Lic 5081446 - North
Tel: 08 9437 1111
Email resume to:
longdist@bigpond.com

DRIVER

Full time position required by manufacturing company located in Westwood. Must be reliable and possess HR licence. **Must be local.**

★ **DRIVER** ★

F/T position, LB, MR or HR lic req'd. Multi drop and avail for early starts. 5 days a week. 9246 7642

DRIVER

Read. Must have multi combi, radio, scanner and exp. Local and South West. Great pay & bonus. Must be successful. Good rates and allowances. 9246 7642

★ **DRIVER/Removalist** ★

wanted. Noft. Best rates, best conditions. Best pay. Phone 9246 7642

DRIVER HC/HR

Vacancy exists with progressive transport Co for an exp'd and presented courier. Exp. wages and conditions. Must be local. Must be able to keep appointments. All exp. req'd. 9246 7642

DRIVERS WANTED

Urban's Dancer Transport req drivers with full HR licence an advantage

- 50% rate
- 100% commission
- Loading general freight exp. total req'd

Quality rates paid
For details phone 9246 7642

DRIVERS HR

Glass Service require HR Qualified driver for metropolitan delivery. 9246 7642

DRIVER

HC required for general metro cartage. 9246 7642

DRIVERS MC

Local and country work. 100% and better work. Good comm and wages. There are F/T permanent positions. Noft 9246 7642

DRIVERS HR

Family home. 9246 7642

DRIVERS MC

Local and country work, good remuneration, for the right person. Phone 9246 7642

DRIVER/THROWER

Both work exp. 9246 7642

DRIVER

Van and fuel supplied. Metro 5 day courier delivery. Start and finish from home. 9246 7642

HR/HC Drivers

We have a number of clients in search of HR/HC Drivers to do Multi drops must have spent considerable knowledge. Both casual and ongoing. Rates will be commensurate with your 9246 7642

HR and MC TRUCK DRIVERS

Required for one of leading companies. Successful applicants should be local and have with the position of country or city. Applicants should be able to provide references and attend screening.

For more information contact 9246 7642 or hrmc@au.com.au



Driver - With A Difference

Are you sick of working hard and not receiving any recognition? Do you enjoy driving and don't mind early starts?

If this sounds like you then read on as this is an excellent opportunity to earn exceptional money as each order delivered generates commission.

As a driver you will be performing multi drop deliveries of frozen foods around the metro area. To be successful you will require the following:

- An HR licence
- Avail for early starts 5am

To find out more about this fantastic role, contact:
Aaron on 9246 7642 or e-mail resume to ahc@au.com.au



Let's do an AIDA review of the Drivers With A Difference ad . . .

- Attention:** Size, coloured border.
- Interest:** Banner saying: "Driver with a difference." Two engaging questions. Plus itsays "...read on."
- Desire:** Exceptional money, commission, hype/superlatives.
- Action:** Actual person's name and email.

Here is another full page full of similar-looking black and white text ads.

Only a few ads stand out . . .



Let's look closer at three of these ads.

How does the AIDA model apply to these small ads without much text and not much of a budget to work with?



Sure we know that this is letterbox delivery of junkmail, however if the ad was titled "Letterbox Delivery" there is no real interest created.

By contrast, being *paid to walk* sounds far more appealing and likely to get more responses from someone who thinks "Well, I walk anyway so I may as well get paid!"



Some people scanning the vacancies will go "Ahhhh, how lovely, imagine working for a cat sanctuary."

Even though it is the name of the business, the title tugs at the emotional heartstrings of people who have a leaning towards all things feline.

"Cat" works as a much better attractor than "Shelter Welfare Coordinator".

On that earlier page there were 10 ads for Beauty Therapist which all appear identical.



If you were a junior, you would send an identical application to each of them.

However, the Beauty *Senior* ad will only get people who already have experience.

In other words, by putting in the word "Senior", this advertiser has automatically prevented a flood of unqualified or inexperienced people from applying.



Here is an example of the barest ad you might ever see in the newspaper. It was placed by a not-for-profit animal welfare organisation.

In terms of Attention, they are relying on their brand name to catch the readers' eye. There is probably not any Interest, Desire or Action, but at best, the Action is implied by publishing the website.



Unfortunately, the generic term "Customer Service" could mean manning the front desk at an animal compound (which could be seen as being really attractive) or it might mean cold calling on the telephone trying to get donations from the public.

Either way, there is a degree of difficulty involved here which would turn a lot of people off. The reader has put down their cup of coffee and the newspaper, walk away to the computer, turn it on, log into this website and then drill down to find the job details.

As a side note, on the day this ad appeared we visited the website and it was hard to find any info on this vacancy.

Part 5 – Summary

Today we've looked at the following:

The 4 mistakes made in newspaper job ads. These are:

1. Not Standing Out.
2. Not giving the job candidate a reason to read on.
3. Not selling the benefits for the job candidate.
4. Not having a clear and instant next step.

The AIDA model to make your ads more successful.

Remember, it stands for:

- Attention
- Interest
- Desire
- Action

Finally, we've looked at examples of successful expensive colour ads plus cheap text-based ads. We've done this so that you can apply the AIDA model to your own ads.

Part 6 – Job Advertisement Worksheet

It would be beneficial to do some homework - nothing too onerous.

Take out a copy of the *last job ad* you ran or a copy of the next ad you'll be placing.

Using the Job Advertisement Worksheet on the next page, work through the AIDA model to critically review what you already had and then spend ten minutes improving your ad.



Job Advertisement Worksheet

Job Title:	
Job Description:	
Benefits of the Role and Company:	

AIDA Job Advertisement

A - Attention 	Make it stand out: use of colour, banners, size, photos, pictures.
I - Interest 	Catchy Heading (draw them in to read the rest of the ad).

<p>D – Desire</p> 	<p>Include the pay rate or bonuses, other benefits, special technology, working arrangements, location.</p>
<p>A – Action</p> 	<p>Include information on where, when and how they apply for the job or at least what they need to do to find out more.</p>

Post-Script – Why Is It So Important To Get Recruitment and Retention Right?

Step One

Get a blank piece of paper and, up the top, make a note of the vacant position's title and its likely annual salary.

Step Two

Below that, list the hourly pay rate of all the people who will be involved in the recruitment and selection process. To get an hourly rate you can take each person's approximate annual salary, divide it by 52 to get a weekly rate, and then divide the weekly rate by 38 to get an hourly rate.

Step Three

Next, below your hourly rates, draw a line straight down the middle of the page from top to bottom.

Step Four

Now, text on the left, numbers on the right, write down the following items:

- The cost to run an ad for this vacancy online and/or in a newspaper.
- Contractor or labour hire costs whilst recruiting for the vacancy.
- Interview expenses like flights, hotels if you are bring the person in from elsewhere.
- (You'll need a few lines for this one) Total number of hours spent by every person in the process and then multiply the number by the person's hourly rate. The total hours may include such activities as writing and placing job ads, sifting through applications, phoning job candidates, meeting and greeting, interviewing, testing, reference checking, 2nd round interviewing, arranging medicals, making offers, phoning or writing to unsuccessful candidates, etc.
- Any sign-on bonus you may pay.

- The likely recruitment agency fee if you use an agency.
- Employee Referral Bonus if you found the new employee via a current employee.
- (You'll need a few lines for this one) Total number of hours spent by every person in the new employee induction and orientation process and then multiply the number by the person's hourly rate. The total hours may include such activities as booking training rooms, liaising with new starters, sending out paperwork, meeting and greeting, conducting formal induction training, meetings with each manager and colleague (yes, it could be a long list you're writing here), IT support to set up equipment, colleagues working with the new starter to train them, etc.

Step Five

Next, add up all the numbers on the right hand side.
That's just for one employee.

Step Six

Now, ask the manager how many people work in the organisation and what is the staff turnover rate? If they say: "We have 100 staff and our turnover is 10%," then that equals 10 employees leaving every year.

That's 10 vacancies every year.

Step Seven

Finally, take your Grand Total \$ from the right hand side of your page and multiply it by 10 (for the ten vacancies per year).

Step Eight

Ask the manager if they would like to keep some of that money for their own budget.

You'll usually get a little more support for changing job ads, making more of an effort with choosing the right person, and then finding ways to retain good staff.