

# Writing An Effective Recruitment Advert



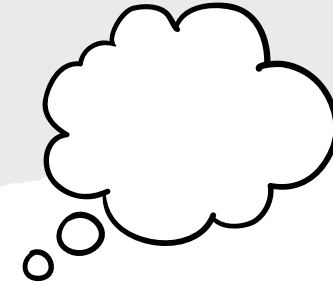
# First Impressions Count

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- There's only one opportunity to make a good first impression and grab prospective candidate's attention! Think of your job advert as being part of our 'shop window'.
- Investing time and effort in your job advert at this stage will improve your chances of attracting the right talent.



# What to consider ....



## Vacancy Request

When adding your advert to MyPKC Staff Portal, this is broken down into 2 sections – *The Role* and *The Person*. This is the advert text that will be shown on [myjobscotland](https://myjobscotland.gov.uk) so ensure all details are correct e.g. salary, working hours, and accurately tells potential candidates about the role's typical duties and responsibilities.

Check your grammar and spelling!

## Accurate Job Title / Searchable

Use an accurate job title to give candidates an idea of the job role

Use a common search term so that candidates find your vacancy when searching online

Some job titles may be specific to local government and may therefore only attract other LG candidates

Over 60% of  
candidates use an  
online jobs board to  
look for new jobs

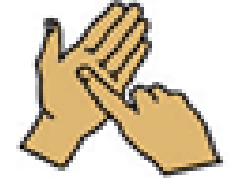
# What to consider cont'd....

## Keep it Simple



- **Clearly** and **concisely** outline the role to give potential candidates an insight into the role – many potential candidates will see the advert on their smartphones whilst scrolling through many others

## Language and Tone



- Use everyday language and keep sentences short and to the point. There is a tendency to use cliché phrases when recruiting i.e. An exciting opportunity has arisen / This is a fantastic opportunity – be bold and different!
- Write the advert as if you are talking to the potential candidate. Instead of saying '*the successful candidate will.....*' why not say '***you will.....***'?
- Consider asking direct questions that appeal directly to candidates i.e. Are you caring and compassionate? Do you want to work in a role where you are making a difference?

# Attracting interest - Be different

- A catchy headline will make your advert stand out. Try and refer to the title in the first paragraph or highlight behaviours required for the post

*Are you a Web Designer with a difference?*

*Would you like to work in a role where you are making a real difference to people's lives within our communities?*

*Are you caring, compassionate and looking to work in an environment which encourages you to develop your skills and experience in health and social care?*

- Stand out from the crowd – make potential candidates stop and take notice by using visuals / short films / photos of your team at work (with permission), the working environment, would staff be willing to record a short video on what it's like to work in the team?

Adverts with films / photos have an average of 40% more interest



# What candidates need to know

## Attracting the right candidate

Constructing the right job advert has never been so important. Think about your structure – candidates will want to know:



- What's unique or different about the role - why they should come and work for PKC
- What's involved - give a clear explanation of what the job entails, including the main responsibilities and duties, what they will be expected to deliver, how they will deliver the service.
- What they need for the role i.e. **skills** and **competencies, behaviours, qualifications** - be clear about what's **essential** as this will help candidates to evidence their abilities in the selection process and you to shortlist candidates - include all essential aspects of the job you wish to measure against. Asking for **excellent communication** skills isn't clear about what's required - be specific e.g. effective listening skills, report writing, presentation etc. Some skills will already be detailed on the generic Role Profile so describe **other** skills that are relevant to that role. What [Leadership competencies](#) are required for the role?
- Salary / hours / location / benefits
- How to apply / who to contact to find out more

# Our Values and Behaviours

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Values Based Recruitment (VBR) is an approach that attracts and selects candidates on the basis of that their individual values and behaviours align with our organisational values and behaviours – Ambition, Compassion and Integrity.

## Why Use VBR?

- Key to ensuring that you select the right person for the job and team
- A candidate who possesses the skills and knowledge required for the role and aligns with our values and behaviours is likely to be a strong candidate and fit in well
- Will settle in quickly, align with our culture and perform well

## What to include in your job advert

- Include key values and behaviours relevant to the role to let candidates know what's important to us as an employer and what you are looking for in a potential employee. This will allow candidates to provide relevant examples in their application.
- Consider sharing our values and behaviours by using questions in an eye catching headline e.g. Do you like helping people? Do you have new ideas and look for the best outcome?
- Ask questions directly e.g. Do you share our values? Are our values important to you?

# Inclusion

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PKC is committed to equality of opportunity and being fair and inclusive and strive to create a workplace that welcomes everyone.

Inclusivity should start from recruitment and induction so that people can thrive and the organisation benefits through the innovation and creativity that diversity brings.

Embracing individuals' contributions, regardless of their age, gender, race, ethnicity, disability (including hidden disabilities), sexual orientation, social background, religion or belief, will contribute to delivering our vision of a Perth and Kinross where everyone can live life well, free from poverty and inequality.



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# Employee Benefits

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- We have great employee benefits i.e. flexible working / pension scheme / health & wellbeing etc. A link to our Employee Benefits webpage is included in our adverts but there may be something specific that you feel could attract potential candidates, so highlight in your advert.



# Promotion and Social Media

Not only can you promote the benefits of working for PKC but promote the benefits of the job e.g. inspiring others, making a difference to the lives of others, challenging but with a great deal of satisfaction.

Consider who you are trying to attract and the types of platforms they are likely to look on i.e. Facebook / Twitter / LinkedIn etc.

The Communications Team can support you by sharing your vacancy on our social media platforms and have created some guidance to help create short films to promote your vacancy [Social Media and Recruitment](#)

If you are not already on social media, consider building up a network of relevant people, from where potential candidates may be sourced, such as colleagues in other organisations, professional bodies etc, that you could share any vacancies with.

You can also discuss with the HR Resourcing Team additional methods of engagement, particularly for hard to fill roles, contact us on [HR@pkc.gov.uk](mailto:HR@pkc.gov.uk)

# REMEMBER ....

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The advert text is what will spark potential candidates' curiosity about the role.

Getting it right first time, will help to attract a strong pool of candidates meaning you will hopefully fill the vacancy first time - saving you the time and 'cost' of re-advertising or selecting the wrong candidate.

