

Job Advertisement Checklist

When writing a job advertisement, there are a few key elements that should be included in every job advertisement to attract the best qualified candidates for your job.

You need to be clear about the role that you are hiring for, use language that applicants will understand and provide them with information that will leave them wanting to know more.

Below outlines the process followed by a useful checklist on the next page.

Step 1: Create a job description

Before you can advertise a role you need to define the job and employment conditions.

Think about what duties the person will do, who will they report to, what level of responsibility will they have, and what skills and experience are required to succeed in the role.

Step 2: Create a job advertisement

Once you have defined the job, you are ready to start drafting the job advertisement.

When preparing your advertisement, use language the candidates will understand, succinct sentences and consider bullet points. Also remember to include information about the location, salary and benefits of the job. It's also a good idea to list a contact person to answer any questions from applicants.

Step 3: Advertise the role

After you have created the job advertisement, you are now ready to advertise the position. The best way to advertise will depend on the type of job and the industry your business is in.

Too busy to manage your recruitment process yourself? Our expert team can do it for you. Contact Small Business Society for more information.



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Determine job design

Consider the following items when designing the position

- Define the key responsibilities, level of authority and decision making
- Identify relevant qualifications, licences or professional memberships
- Determine employment type (permanent, temporary, casual), number of hours and preferred days
- Consider any foreseeable changes to the business, job requirements or industry in the future
- Salary and allowances including travel, phone.

Create a position description

Prepare a separate document for the position description using the following recommended headings:

- Position Title
- Reports To
- Position Purpose
- Responsibilities
- Selection Criteria (essential and desirable)
- Other information: eg salary / allowances, location, equipment required / provided, hours if part time.

Briefly explain your business

In a few short sentences describe your business. You might consider including information about the size, product or service and/or industry, the clientele as well as location.

Describe the key focus and duties

Provide an overview of the role by describing simply and succinctly what the key focus will be, including high level core duties.

List the skills and experience needed for the role

State exactly what you need from the individual including skills, experience, or industry knowledge and if they require certain resources for example own laptop, car or relevant memberships and registrations.

Provide detail of the benefits and culture of your business

Outline what the key benefits are of working for your business. You might consider information that impacts them financially, career progression details, training they will receive or how the business supports work-life balance.

How to apply and what to submit

Click on the APPLY button or contact name on +61 phone. Outline what documents you require as part of the application; cover letter, resume, samples of work or relevant memberships and registrations, and answers to screening questions.

Finalise where and how you will advertise

Considering the following items when determining your advertising:

- Determine if you will advertise online, print, social media, a combination or with a recruitment agency
- Identify the best method for managing the process, eg through an email address or online system.
- Set a budget for advertising
- Determine what dates the position will be advertised for based on the business needs and availability of interview panel members?
- Consider if applicants need to be permanent residents.

