

# JOB AD CHECKLIST



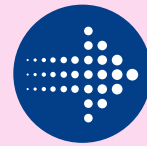
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seek

# JOB AD CHECKLIST

## Job title

**Avoid using jargon or internal titles.**

- Job ads that use industry standard titles are more likely to be seen by candidates.

## Salary information

**Include a salary or salary range.**

- Job ads that display salary information receive, on average, 64% more applications per job ad.

## Location

**Be as specific as possible when it comes to where the role is located.**

- If it is hybrid or for various locations, include this information.

## About the company

**Include an overview of your company.**

- Size, location, industry, etc.

**Share selling points that highlight why it's a great place to work.**

- Workplace perks, company culture, social activities, etc.

## About the role

**Provide accurate and essential information about the role.**

- What are the reporting lines?
- Team size
- Who are the stakeholders?
- How will this role contribute to the success of the company?

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## Duties/Key responsibilities

Provide 4 or 5 of the core duties. Bullet points are an effective way of listing duties.

## Skills and experience

List the skills and experience a candidates would need to succeed in the role.

- Are there any qualifications that applicants must have?
- How much experience (if any) do applicants need?

## Culture

Introduce candidates to your company's culture through a video or provide detail around:

- Why do people enjoy working at your company?
- What kind of people thrive at your company?
- What is the work/life balance like at your company?

## Benefits

Highlight the best parts about the role and working for your company.

E.g. Learning and development programs, flexible work policies, share options, mentoring.

## How to apply

Provide details around how to apply and what to include in their application. E.g. is a cover letter required?