Advertising For Jobs



Use your job description as a guide when writing your ad. Begin with the job title, (use a familiar term; avoid internal titles that differ from the conventional use of industry standards), and list as many of the required skills as possible specifying any educational requirements and work experience. The opening statement should be strong and positive. Note any training available. Also list responsibilities, specifics about position (i.e., part-time, evenings, etc.), advantages of the position, any potential for advancement, benefits, and indicate that your company is an Equal Employment Opportunity Employer. Remember to highlight the most attractive aspects your company has to offer.

Most importantly, don't forget to give instructions on how to reply. Do you want candidates to respond via mail, in person, or by phone? Do you want resumes to come to your office or to a post office box? Blind ads can provide confidentiality and eliminate your need to respond to all applicants. However, some qualified candidates choose not to respond to blind ads.

Determine where you would like to advertise – local newspapers? Job boards online (CareerBuilder, Monster)? Perhaps through LinkedIn?

The cost of your ad will depend on where you choose to advertise and the size of your ad or on-line posting. Newspapers usually base the cost on the number of words or number of lines in the column, or, if you run a display ad, on column inches. Suburban or community papers are typically less expensive; however, consider the audience you are trying to reach when making your decision. You also want to be sure ads are accessible to a broad demographic mix to reduce exposure to discrimination suits.

HAZARDS OF CLASSIFIED ADVERTISING

Poorly worded ads may violate anti-discrimination laws or create an implied contract of employment. Be sure your ad is in compliance with Title VII of the Civil Rights Act by avoiding references to race, color, religion, sex, or national origin. Avoid references to age to comply with the Age Discrimination in Employment Act (ADEA). Employers are encouraged to avoid statements that may imply permanent or guaranteed employment (i.e., annual salaries).

SAMPLE ADVERTISEMENT

Accounts Payable Clerk: Minimum one year of data entry experience required; must have experience generating weekly payment reports. Credit experience preferred. 35 hours; parking, medical insurance, advancement opportunity. Salary to $400/week. Call Office Manager, M-F, 95. 444-4444 or email omgranyprod@gmail.com. EOE