THE ART OF THE JOB AD

How to Craft a Compelling Posting to **Attract Qualified Talent**
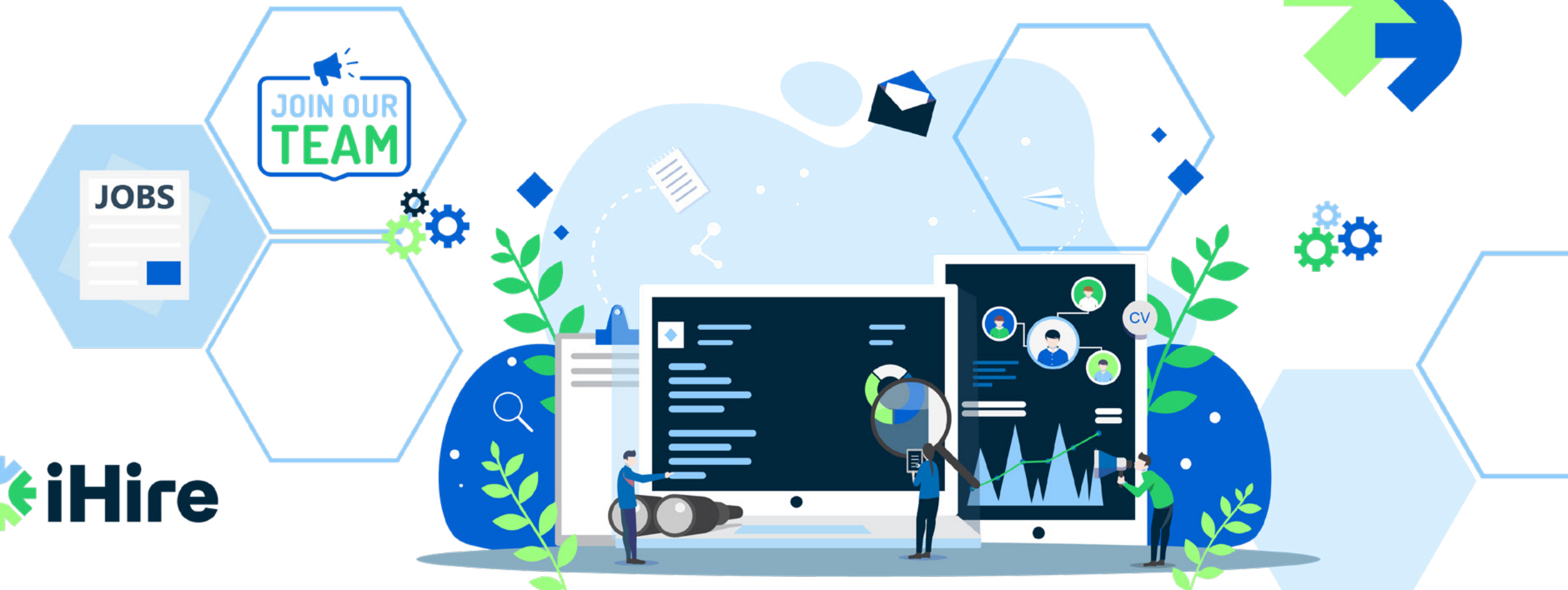
JOIN OUR TEAM
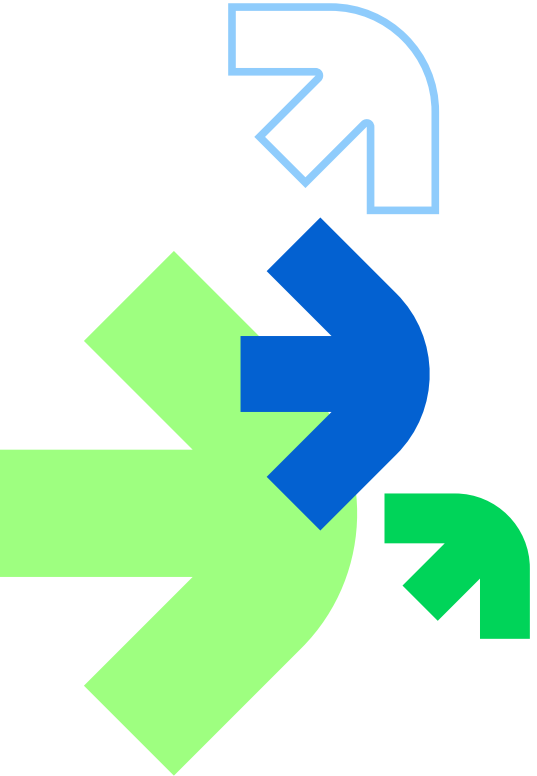
JOBS

CV

iHire

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Introduction

Writing a compelling job ad for an online job board or talent community is essential to recruiting highly qualified applicants. But there is much more to it than describing the open position and listing a few desired candidate skills and qualifications.

Crafting an effective posting requires careful consideration – you'll need to follow an intuitive organizational structure, use clear and concise language, include an enticing call to action, and incorporate the right keywords so your ad can be found by top talent.

This eBook will walk you through the process of creating a winning job ad, helping you attract great new hires time and time again.
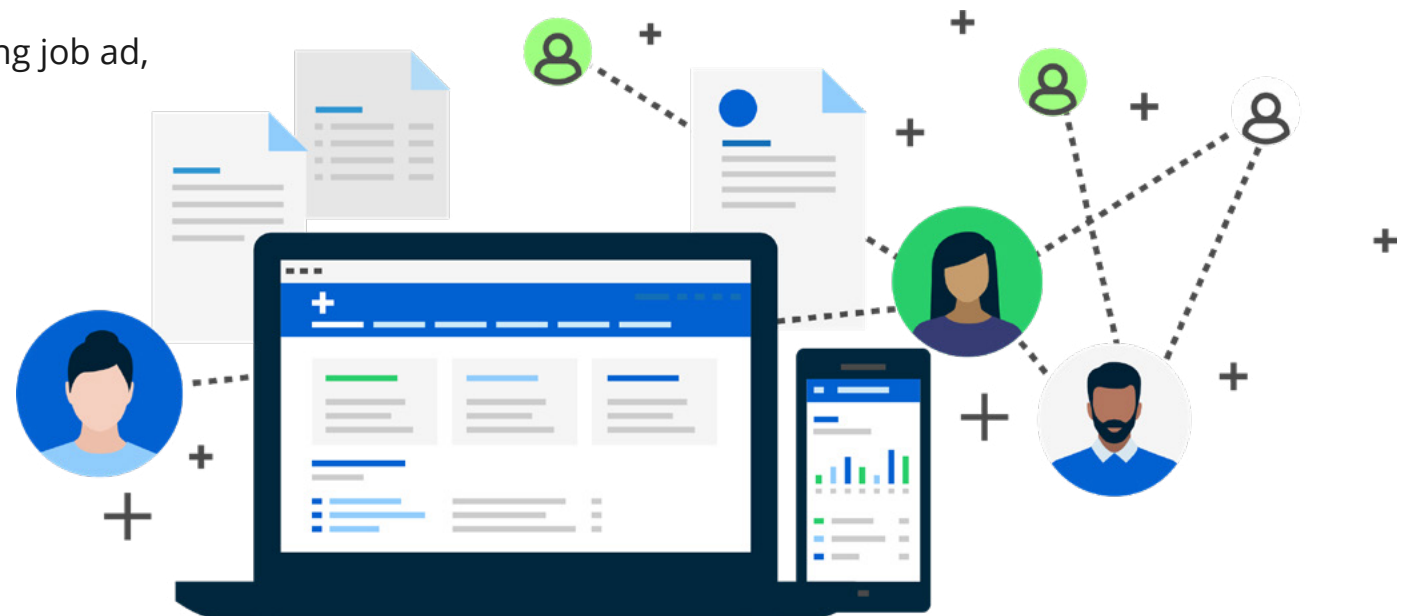
8 Components of an Effective Job Ad

The most successful job postings contain eight distinct sections. While the format may vary slightly depending on which job board or talent community you are using, the same best practices apply. The following is a step-by-step overview of areas to include in your posting.

01 Title

Job ad titles should be as short, simple, and straightforward as possible to maximize apply rates.

According to a **2023 Appcast study**, titles with one to three words get the most candidate clicks. This means that you should avoid overly creative job titles (e.g. "Sales Ninja," "Chief Happiness Officer," and "Social Media Guru"). Some employers and recruiters attempt to come up with unique titles to make their job postings distinctive, but this approach can backfire. It can confuse the applicant and hurt your chances of being found in search engines – job seekers are far more likely to search for traditional titles like "Sales Representative" or "Human Resources Officer." Also, include "Remote" or "Hybrid" as part of the title if applicable.

Example

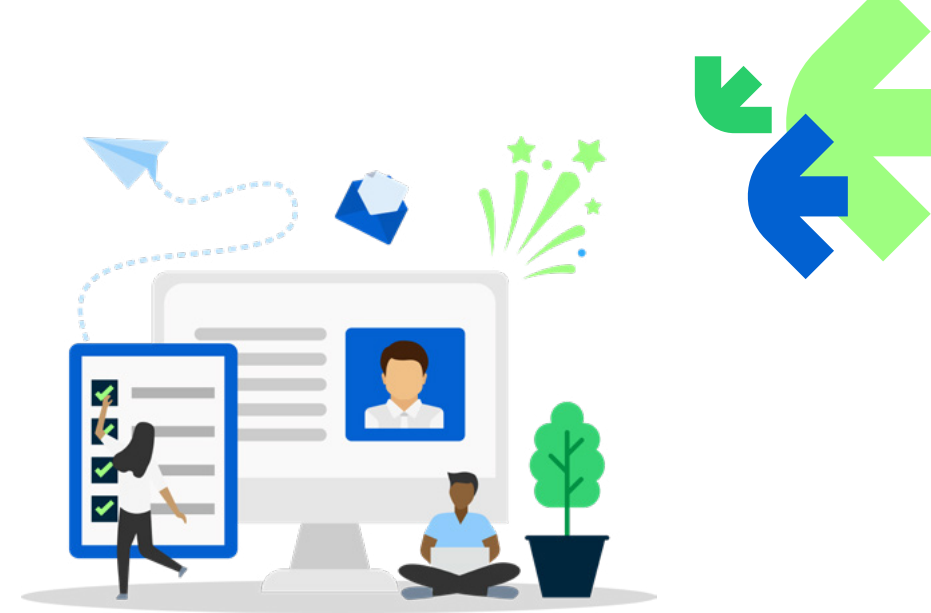*Digital Marketing Specialist (Remote)*

02 Lead-In

The lead-in area of a job posting picks up where the title line left off. It is a simple, but powerful, three- to four-sentence introduction that gives the applicant a quick overview of your job opening, location, and benefits. The goal is to highlight information that will compel job seekers to apply for the position.

Example

iHire, an award-winning, industry-focused online talent platform headquartered in Downtown Frederick, MD, has an opening for a full-time Digital Marketing Specialist to join our growing marketing team.

You will play a key role in driving retention and engagement marketing campaigns across multiple channels. Conversion rate optimization (CRO), A/B testing, data analysis, email marketing, and SMS marketing will also be core responsibilities of this position.

This is a unique opportunity to join a Great Place to WorkCertified™ company with a nationally recognized workplace culture. If you are an innovative thinker with a passion for improving results and performance and collaborating with stakeholders in various departments to meet shared goals, we want to hear from you!
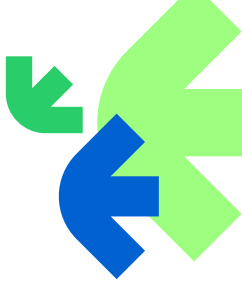
03

Job Description

The job description is the meat of your ad. Here, you should provide ample details about what the day-to-day job entails, but you don't need to write a manifesto about every minor task the individual will perform.

Prepare a two- to four-sentence overview about the position. The purpose of this paragraph is to tell the reader what their life will be like if they work for your company. Write this section so that the reader can envision themselves doing the job, explaining specific activities, opportunities, and challenges rather than general responsibilities. Be clear about why this position is important and how they'll be able to contribute to your company's success.
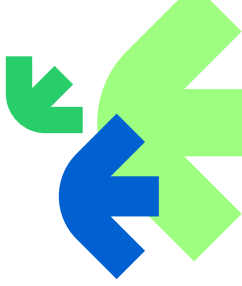
Follow this brief summary with a short, bulleted list of specific duties that you want to highlight. Make sure each bullet follows a parallel sentence structure that uses the same tense.

Example

What You Will Do:

- *Under guidance, strategize and execute A/B optimization tests to drive experience and performance improvements for webpages, emails, and SMS campaigns including messaging, subject lines, calls-to-action (CTAs), customer cohorts/segments, and timing.*
- *Manage test calendars, record/analyze results, and recommend next steps.*
- *Collaborate with team members from various departments to identify customer priorities and pain points, establish tests/hypotheses, advise on development of copy and value propositions, and design low-fidelity test prototypes and wireframes.*
- *Work with others to optimize landing pages, CTAs, and lead-generation forms.*
- *Create email and SMS campaigns including building emails from templates and HTML and coordinating assets, tests, and schedules.*

04 Culture

This area provides another opportunity to draw in potential candidates. Here, briefly describe your company's unique culture and tell the reader what makes it a great place to work. Try to keep your description to three to four sentences, maximum.

Remember, you are trying to convince the candidate to apply. A compelling job ad is persuasive, not merely descriptive. Consider what sets your company apart from others – for example, a relaxed environment or opportunity for advancement. And, clearly communicate your company's mission so candidates can envision their values aligning with yours.

13% According to **iHire's What Candidates Want: 2023 Job Seeker Report**, **13.0% of job seekers said that a lack of company culture information would prevent them from applying for a job when using a job board.**

Example

iHire has been in business for more than 20 years (and counting), helping job seekers just like you find great opportunities in their industry. But iHire isn't your average company. We value passion, ability, enthusiasm, and dedication. And, we provide a flexible environment where the best employees can thrive, grow with us, and become leaders while maintaining a healthy work/life balance. Whether it's our famously stocked breakroom, in-person social events, virtual happy hours, or "Zoom" Pictionary, you'll quickly find out why iHire is a great place to work – even when working remotely!
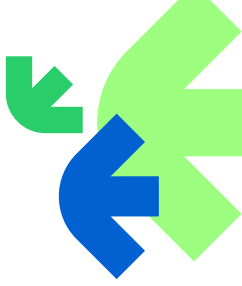
05 Requirements, Skills & Qualifications

The length of this section will depend on the amount of "basic" and "preferred" qualifications the opening demands. If the requirements list has fewer than five items, you can organize it as a bulleted list. But if it is longer, consider putting qualifications in a short paragraph and present preferred skills in bulleted form.

Note that generalities are likely to cause an influx of unqualified candidates. Effective job ads list requirements concisely, and clearly state if a particular certification or license is necessary to be considered for the position.

On the other hand, avoid using the word "must" whenever possible and emphasize that the right candidate will have the opportunity to grow and learn new skills in addition to what they'll already be bringing to the table.

Example

What Will You Bring:
- *A bachelor's degree and 2–4 years of experience in marketing including digital experience optimization; additional work experience accepted in lieu of education.*
- *Experience with and demonstrated understanding of conversion rate optimization (CRO) and landing page optimization (LPO).*
- *Affinity for technology, software, and the potential of great digital customer experiences.*
- *Passion for developing and running tests to continually learn and improve; willingness to fail fast for the sake of learning even faster.*
- *Intrigued by data and using analytics to make data-driven decisions.*
- *Collaborative nature as well as the ability to work independently.*
- *Ability to thrive in a fast-paced setting, enthusiasm for taking on new challenges, and desire to continually grow.*
- *Attention to detail and demonstrated strengths in maintaining schedules, managing priorities, and meeting deadlines.*
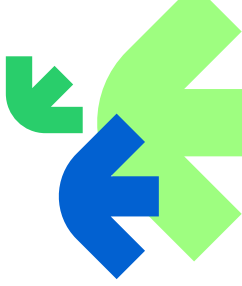
06 Benefits

The benefits area should come at the end of the job posting. This will ensure that the candidate has taken the time to read through the rest of the information instead of simply seeing something like "tuition reimbursement" and deciding to apply.

Make sure to reference both salary (or salary range) and other opportunities in "benefits." Many job seekers are looking to make a specific amount or receive certain benefits. In fact, job seekers rank "salary range" as the most important piece of information in a job ad.

Being transparent and upfront about what you are offering will allow candidates to determine whether your position is a possibility for them before an application even reaches your inbox.

Example

Why You'll Love iHire:

We offer a competitive salary ($55,000–$65,000) plus an exceptional benefits package including:

- *Medical, Dental, and Vision*
- *401(k) Match (up to 4%)*
- *Generous PTO and 10 Paid Holidays*
- *STD, LTD, Life, and AD&D Insurance*

- *$500 Annual Wellness Credit*
- *Tech Pack and Monthly Internet Stipend*
- *Professional Development Opportunities*
- *Tuition Reimbursement*
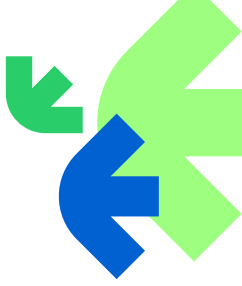
07 Call to Action

Near the end of your ad, provide specific instructions on how to apply, but keep your application process as simple as possible. Studies have shown that application processes longer than five minutes have a negative impact on the number of applicants.

Example

Please submit your resume and cover letter to John Smith at hiringemail@company.com. No phone calls from recruiting firms please.

Please submit your resume and cover letter by clicking "Apply Now" below. You may also send two writing samples to John Smith at hiringemail@company.com.
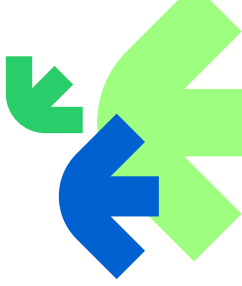
Closing

Keep the closing short and sweet and be sure to provide insight regarding next steps. This will combat the "candidate black hole" problem (when job seekers apply and never hear back from the employer or recruiter) and ensure the applicant knows what to expect. Don't forget to include an equal opportunity employer (EOE) statement and/or DEI statement at the bottom of your posting.

Example

Thank you very much for your interest in working for [Company Name]. We appreciate your time and review each resume that is submitted to our HR department. If you are selected to participate in the interview process, you will receive an email within two weeks from intervieweremail@company.com.

DEI Statement:

Our goal is to be a diverse workforce that is representative of our clients and communities. We strongly encourage women, people of color, LGBTQ+ individuals, people with disabilities, members of ethnic minorities, foreign-born residents, people of all ages, and veterans to apply. We are committed to building a team that is inclusive of a variety of backgrounds and perspectives.

EOE Statement:

We are an equal opportunity employer that does not discriminate on the basis of race, national origin, gender, gender identity, sexual orientation, protected veteran status, disability, age, or other legally protected status.

SEO Considerations

If you ask savvy recruiters and HR pros how to write a great job posting, it won't be long before they begin talking about keywords and search engine optimization (SEO). For the uninitiated, implementing SEO for job posts can be a bit intimidating, but it comes down to properly utilizing keywords in a job description and paying attention to some of the structural elements detailed in the previous sections of this eBook.

SEO for job posts is no different than any other SEO initiative. Likewise, you'll need to do some research before diving in headfirst. Here are a few places to start:

01 Review competitors' ads, noting keywords, suggested skills, and job descriptions. What fits with the expectations you have for your position? What might you adapt for your own purposes?

02 Make a list of some of the most common keywords used by competitors and add some of your own.

03 Find out which of these terms are most frequently searched. There are plenty of free tools to help, such as **Google Trends**, which allows you to create customized comparisons of search term popularity.
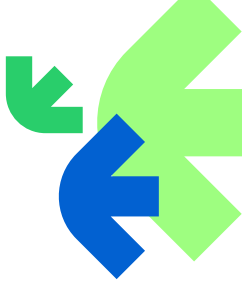
As you review your findings and prepare to write your job posting, keep the following types of keywords in mind:

Job Title:

As previously mentioned, when it comes to job posting SEO, avoid overly creative titles because very few people actually search for them.

Location:

Keep the focus local. Most people search for job openings in a specific city or geographic region. Include that information in a prominent section of your ad.

Industry-Specific Terms/Phrases:

Are you looking for candidates with a particular skill or credential? Make sure you mention it, especially if it's rare or in high demand.

Abbreviations/Acronyms:

Does your industry or company use shortened terms and initials? Improve your job ad SEO by spelling out those words in addition to using the abbreviated versions.

5 Mistakes to Avoid

You think you've crafted the perfect job ad. You've published it on several different job boards as well as on your own website. You wait a couple days and haven't gotten the interest you've expected. While seasonality and business cycles play a role here, it is always worth taking a step back to make sure you've followed best practices when developing your job ad. Here are five common mistakes that may keep you from attracting applicants:
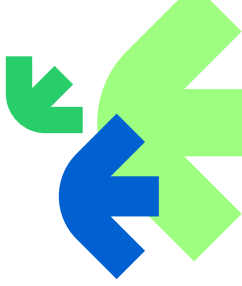
YOU'VE MADE A TYPO. Double-check the details in your job ad. Do you have the correct title, location, contact information, and URLs? Something seemingly minuscule like a misspelled keyword or invalid hyperlink could be the culprit.

YOU'VE INCLUDED UNNECESSARY URLS IN THE JOB DESCRIPTION. You want interested job seekers to finish their applications, right? Don't include links that take them to another site where they may get distracted and completely abandon the application process.

YOU'VE INCLUDED MULTIPLE AND/OR CONFLICTING APPLICATION INSTRUCTIONS. Don't make the application process harder than it needs to be by having multiple calls to action (CTAs) in your ad. Include clear application instructions so job seekers know exactly what they need to do to be considered for the role.

YOU'RE DESCRIPTIVE BUT NOT PERSUASIVE. Enticing applicants (especially those who are already employed/ passively seeking a job) requires you to "sell" your company and the open position. Why is your company a great place to work? What makes your culture unique? What will the person in this role be doing, who will they be working with, what will they be able to accomplish, and how will they be recognized? In short, why is this position their dream job?

YOU DON'T USE THE RIGHT KEYWORDS. Speak the same language job seekers do and include relevant keywords. This will help search engines and qualified candidates find your posting.

Conclusion

Your job ad is exactly that – an advertisement. But instead of selling a product or service, you're selling your company and your open position.
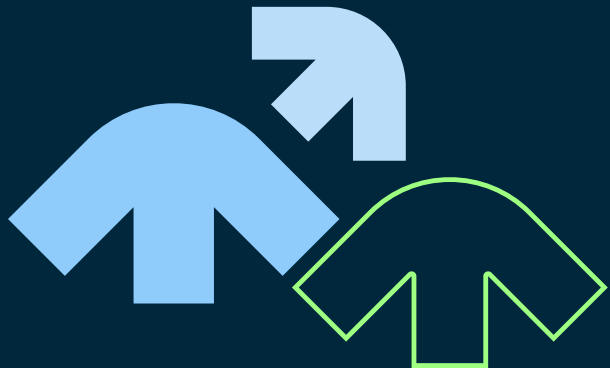
By taking the time to develop an enticing, well-organized, clear, and concise ad, you'll increase your chances of finding and hiring top talent.

Need more help crafting the perfect job ad?

Use iHire's free job ad template

- or -

Learn more about iHire's AI-powered Job Ad Builder

About iHire

iHire is a leading career-oriented platform that powers a family of 57 industry-focused talent networks, including WorkInSports, iHireVeterinary, iHireDental, iHireConstruction, and iHireChefs. For more than 20 years, iHire has combined advanced job matching technology with our expertise in the talent acquisition space to connect job seekers with employers in their desired sector. With an industry-specific, candidate-centric, and data-driven approach to recruitment, iHire helps candidates find meaningful work and employers find unique, high-quality talent – faster, easier, and more effectively than a general job board. Visit **www.iHire.com** for more information.