

JOB AD

— TEMPLATES —



Our Tips

EITHER

- Under 300 words
- Straight to the point
- Bullet points
- No jazz, just say it how it is

OR

- Over 500 words
- Story-style
- Engaging
- Better for SEO

OTHER TIPS

- Repost them each week
- Use Grammarly to check spelling
- Use Hemmingwayapp.com to make it easy to read
- Include salary
- Push the top positions on your own social feed
- Use natural language – don't overcomplicate!
- Don't copy and paste the job spec! Other recruiters will pinch the lead...
- Push the top positions on your own social feed



PERMANENT

JOB ADS



Title

Just the job title

Body

Are you looking for XXX?

- 3x selling points about the company
-
-

The Job

- 3x points. Short sentence (5-10 words) about the job e.g. size of the project
- Short sentence (5-10 words) about the job e.g. who they're supporting
- Short sentence (5-10 words) about the job e.g. location

About You

- 3x points. Short sentence (5-10 words) about the job e.g. experience
- Short sentence (5-10 words) about the job e.g. markets served
- Short sentence (5-10 words) about the job e.g. location

Salary and Package

- As much detail as you can give

Next Steps

If you're looking for a new challenge, apply with your CV today!

Title

Just the job title

Body

- Salary
- Bonus
- Pension %
- Healthcare
- Annual leave
- Training / development
- Anything else you can add

How well do you know **XXX...?** Join an **COMPANY** who have **SELLING POINT**.
If you're an expert with **XXX** and based in **LOCATION**; apply today!

The Job

- Join as a **JOB TITLE**
- Short sentence (5-10 words) about the job e.g. size of the project
- Short sentence (5-10 words) about the job e.g. who they're supporting
- Short sentence (5-10 words) about the job e.g. who they're working next to
- Short sentence (5-10 words) about the job e.g. what the team looks like
- Short sentence (5-10 words) about the job e.g. location

About You

- Short sentence (5-10 words) about the candidate e.g. projects they've worked on
- Short sentence (5-10 words) about the candidate e.g. skillset they need
- Short sentence (5-10 words) about the candidate e.g. size of company employed by
- Short sentence (5-10 words) about the candidate e.g. any other skills
- Short sentence (5-10 words) about the candidate e.g. happy to travel location

Company Snapshot

- Short sentence (5-10 words) about the company e.g. growth plans
- Short sentence (5-10 words) about the company e.g. how they look after the team
- Short sentence (5-10 words) about the company e.g. investment into the business
- Short sentence (5-10 words) about the company e.g. current client base
- Short sentence (5-10 words) about the company e.g. career plans/promotions

Title

Just the job title

Body

Are you an experienced **JOB TITLE**?

- Short sentence (5-10 words) about the candidate e.g. projects they've worked on
- Short sentence (5-10 words) about the candidate e.g. skillset they need
- Short sentence (5-10 words) about the candidate e.g. size of company employed by
- Short sentence (5-10 words) about the candidate e.g. any other skills
- Short sentence (5-10 words) about the candidate e.g. happy to travel location

The company

- Short sentence (5-10 words) about the company e.g. growth plans
- Short sentence (5-10 words) about the company e.g. how they look after the team
- Short sentence (5-10 words) about the company e.g. investment into the business
- Short sentence (5-10 words) about the company e.g. current client base
- Short sentence (5-10 words) about the company e.g. career plans/promotions

The job

- Join as a **JOB TITLE**
- Short sentence (5-10 words) about the job e.g. size of the project
- Short sentence (5-10 words) about the job e.g. who they're supporting
- Short sentence (5-10 words) about the job e.g. who they're working next to
- Short sentence (5-10 words) about the job e.g. what the team looks like
- Short sentence (5-10 words) about the job e.g. location

The package

- Salary
- Bonus
- Pension %
- Healthcare
- Annual leave
- Training / development
- Anything else you can add

What next?

If you're looking for a bigger opportunity and have experience with **XXX**, apply today!

CONTRACT

— JOB ADS —



Title

Job title | Contract Length | £££ per day

Body

- £Rate
- Location
- One liner on the company

Do you have experience with **XXX**? Join a **COMPANY TYPE** who have **SELLING POINT**. If you've got the **XXX** experience; apply today!

Your job will be to:

- Join as a **JOB TITLE**
- Short sentence (5-10 words) about the job e.g. size of the project
- Short sentence (5-10 words) about the job e.g. who they're supporting
- Short sentence (5-10 words) about the job e.g. who they're working next to
- Short sentence (5-10 words) about the job e.g. what the team looks like
- Short sentence (5-10 words) about the job e.g. location

Next Steps

The opportunity won't be available for long and if you've got the **XXX** expertise, apply today!

Title

Contract Job Title

Body

Join as a **JOB TITLE** for a **COMPANY TYPE** who have **SELLING POINT**. If you've got the **XXX** experience; apply today!

Package:

- £Rate
- Location
- Inside/outside IR35
- Other perks

As a JOB TITLE, you will:

- Short sentence (5-10 words) about the job e.g. size of the project
- Short sentence (5-10 words) about the job e.g. who they're supporting
- Short sentence (5-10 words) about the job e.g. who they're working next to
- Short sentence (5-10 words) about the job e.g. what the team looks like
- Short sentence (5-10 words) about the job e.g. location

Next Steps

We're looking to fill this position in the next week and if you're looking for more info, please apply today!

Title

Job title | Contract | Inside/Outside IR35 | £££ per day | Location

Body

Do you have experience with **XXX**? Join a **COMPANY TYPE** who have **SELLING POINT**. If you've got the **XXX** experience; apply today!

What you need:

- Short sentence (5-10 words) about the job e.g. size of the project
- Short sentence (5-10 words) about the job e.g. who they're supporting
- Short sentence (5-10 words) about the job e.g. who they're working next to
- Short sentence (5-10 words) about the job e.g. what the team looks like
- Short sentence (5-10 words) about the job e.g. location

Package:

- £Rate
- Location
- Inside/outside IR35
- Other perks

Next Steps

If you're interested in finding out more, please apply using the link today.