Advert best practice guide Company information

Company information – According to a recent EY study, 32% of candidates want to move jobs to a better culture.

When you write your job advert, the company information is more than just the company overview from their website. These days, candidates are looking for more than "our client is a market leader in the double glazing sector, and due to growth, they are looking for a Sales Manager to join their team". You need to go deeper than that to get top talent to apply.

This is your chance to sell the company. What's good about it? Is it well established? Does it have ambitious growth objectives? Is it looking to make a positive impact? These are all things that will appeal to candidates.

I**ncluding selective information on areas such as:**

- Company History

- Companies' growth and development plans

- What it's achieved in the last 5 years

- Any awards it has won (especially for employee satisfaction)

- Has it done anything employee-focused? - Extra days off, training, and flexible working all help a company appeal to a candidate

- Company culture - what's it like to work for? Any examples? Development?

- Does the company have any plans to help improve its sector/environment? - This is particularly important for Gen Z candidates

You aren't writing the company sales brochure, so this can be a manageable length. However, some selective highlights about the company's vision and culture will really help the role stand out.

Quick tip - Great company information or positive culture makes for great hook questions.

"Do you want to work for a company where all their Sales Managers have been hired internally?"

"Would you like your next role to be a company that has been in the Times Top 100 companies to work for for the last 5 years

Good information about a company and its culture are big reasons candidates apply for jobs.

Contact Information

For Further Inquiries

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