

How to....Write a Job Advert

Top tips:

1. Essential information

The job title will be at the top of your advert. Make sure this is relevant and concise.

2. Grab their attention by showing the Essex Spirit

The first paragraph needs to grab the attention of the applicant, particularly the first sentence. Tell the applicant why they should care about the job you are advertising, what impact would they have if they got it, why is this an exciting opportunity?

3. Keep them reading

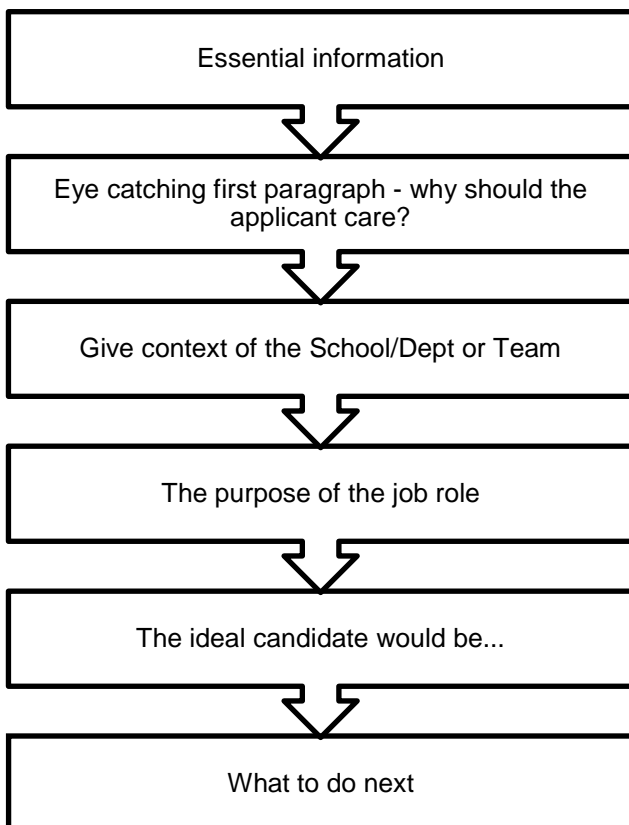
After the important details and grabbing their attention, build interest in your School/Department or Team and then the role itself. Elements of the [departmental narratives](#) can be included within job adverts. However, care should be taken to keep the advert concise, using digestible paragraphs. An advert with too much detail and text can put a candidate off at this stage, so keep it fairly simple.

4. Essential and desirable

Clearly articulate the essential/desirable qualifications, skills and knowledge that the successful candidate would need to have. Ensure that your advert and job description/person specification match. **This information is required in order for us to fulfil Home Office requirements for immigration legislation.**

5. Call to action!

At the end of the job advert we will include a 'call to action' asking potential applicants to view further information and make their application with links provided.



Remember

- The job advert is the first impression that people get of the University.
- The aim of the advert is to attract people to the job role.
- The advert should be structured so that it is clear and eye-catching. Avoid a lengthily narrative and repetition.

Use inclusive and personable language

Take care not to use language that would exclude certain people from applying. Avoid phrases like '**the successful candidate**' or '**the ideal applicant**' this will make even the most suitable candidate question whether they're right for the role. Instead use phrases such as, "**In this exciting role you will be working with ...**" or "**In this exciting role you will be expected to ...**" We should also use gender neutral language such as 'they/their/you instead of 's/he'.

Increasing Diversity

USG has agreed that the University should use positive action statements in our recruitment processes in order to try to address imbalances in our workforce by encouraging particular groups of people to apply for particular positions. You can discuss the equality and diversity data relating to your department with the [Resourcing Adviser](#).

Sample Positive Action Statements:

- We particularly welcome applications from those who identify as female or non-binary as they are under-represented in the School/Department of XXX
- We particularly welcome applications from those who identify as male or non-binary as they are under-represented in the School/Department of XXX
- We particularly welcome applications from those from an ethnic minority as they are under-represented in the School/Department of XXX
- We particularly welcome applications from those who identify as female or non-binary and those from an ethnic minority as they are under-represented in the School/Department of XXX
- We particularly welcome applications from those who identify as male or non-binary and those from an ethnic minority as they are under-represented in the School/Department of XXX

Flexibility

The University is committed to encouraging [flexible working](#) practices where appropriate, whilst ensuring compatibility with the interests of the University and the delivery of the goals set out in the University's Strategic Plan. Research (Personnel Today, 2016) has shown that flexibility is top of the majority of prospective employee's wish-list of benefits yet very few job adverts explicitly offer it. Each position should be considered for its suitability for a part-time or job-share arrangement and whether it is suitable for flexible working. It may not be feasible for a post to be advertised on a flexible basis for business reasons, and this will be considered on a case by case basis. however where this arrangement is available it should be made clear in the job advertisement.

Important to know

It can be viewed as discriminatory to stipulate upper or lower age limits for job applicants and implied ways of asking for people of a certain age are also not permissible.

Words to avoid include: 'youthful', 'lively', 'energetic', 'junior', 'senior', 'accomplished' or 'mature' as the language used may all give rise to problems. All these terms could be seen as excluding someone from applying for a role based on their age.

We also avoid asking for a specific number of years' experience i.e. *'you should five years' experience...'* Instead we could ask for *'extensive and relevant experience...'*

Another common mistake is to put information in the advert that is not included in the job description/person specification - you should also make sure that the two documents are consistent.

Qualifications that are not necessary, or that are too high for the level of the post, should not be included as this could deter good applicants and reduce the pool available. It should also be considered whether knowledge gained through equivalent experience would be sufficient to carry out the role in order to maximise the applicant pool.

What should I do next?

If you have not already done so, you will need to go to the professional services [jobpack template](#) or the relevant [academic job pack template](#) and complete this before you raise your vacancy on the iTrent system.

You will also need to make sure that you have the funding approval in place.

When you come to raise your vacancy on [iTrent](#) you can refer the [Manager Guides](#) which will show you how to go through this process.

Please note the Resourcing Team will publish your vacancy within 5 working days of receiving all of the necessary information. You can find more information about timescales and process in [Resourcing for the future: Guidance and Framework](#)