

Advertise a job

(insert organisation / logo)

You can use the information you've already recorded in the job description to write a job advertisement. The advertisement, at its simplest, needs to tell the reader:

- the name of the job
- the name of the employer – include a description of the business to encourage people to apply
- benefits to the successful applicant (pay, conditions)
- the qualifications or experience applicants must have
- how and when they should apply for the position.

Use the following four-point guide called AIDA (Attention, Interest, Desire, Action) to construct advertisements: attract **attention** to the advertisement; develop **interest** in the job; create a **desire** for the job; prompt **action** by encouraging readers to apply for the job.

These adverts are provided as examples.

Newspaper advert – sample

looking for a cutting edge career?

Making Waves has some of the best and most awarded hairstylists in town and we are looking to add to our fashion-focused team.

We are committed to providing our customers with innovative styling and we pride ourselves on our dedication to ongoing client satisfaction.

The team at our inner city salon is looking forward to welcoming a

First Year Apprentice Hairdresser

who will take advantage of first class on and off the job training, the opportunity for competition work and competitive salary (\$45,000 to \$55,000 per annum).

Ask our staff and they will tell you it's a great place to work with room for your own flair and creativity to shine through.

We are seeking a suitable person for this full-time position.

Contact Jane to obtain a copy of the job description.

To apply, please forward your CV to:

Jane Citizen

Manager, Making Waves
123 Hometown Road, Hometown NT 0801
Email: info@makingwaves.com.au
Phone: (08) 8912 3456

Applications close 5pm Friday 30 June 2015



Online advertisements are shorter and spark attention for the reader to click through to another website for more information.

Website advert - sample

Qualified Landscaper

About the role:

Working with our northern construction team, your role will be to enhance gardens with pools through landscaping.


Flexible working hours and a competitive salary (\$4,5000-\$55,000).

You will be responsible for:

- Garden design
- Product choice and ordering
- Contractor management
- Reporting

To be successful in this role you will have:

- Formal qualifications in landscaping or horticulture
- At least three years' relevant experience
- Experience in landscaping around pools

 Apply now at www.mw.com.au

Social media advert - sample

Want to work outdoors?

With flexible working hours?

We have a vacancy



QUALIFIED LANDSCAPER

www.mw.com.au

You need to ensure that the website the advert links to has the full details of the job and how to apply.

For more information on this topic, refer to **Chapter 2. Attract, Recruit and Select** of *Your Workforce – a guide for Northern Territory Employers*