# 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](mailto: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**

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| **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**

|  |  |
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| **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.