

About to create a new role?
Need to write a job description?
Where do you start?



How to write a unique and eye-catching job description/advert to engage top talent

By Hadie Perkas, MD, Gift Card Recruitment

As agents, we strive, ever-tenaciously to bring on board valuable clients to then entrust us with their recruitment. We know we do a darned good job, and we work hard to get that message across until, lo! we are given a juicy position to fill. Awesome. However, the work is only just beginning, as we need to entice the finest of humans, the crème-de-la-crème of people to prove our worth.

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I have been working in the recruitment sector for nearly 2 decades and hope that by sharing my top ten tips I will help you to engage Grade A talent at all levels

1. **The Job Spec**

Research similar job specs in your industry – analyse them. What do you like about them? What don't you like? What do they have in them that could attract and engage candidates that you want? How could yours be different and be *better*? Look at the profiles of people already in a similar role and use *their* descriptions of their own job to help you create your one. Show the spec to line managers and a mix of team members at all different levels in the business to get different opinions – a 360-degree job spec written by the 'business' would be very attractive to a prospective employee and shows how open minded you are and how employee engagement is essential to its success. **THEN** produce a *simple* job spec that highlights a no nonsense, straight forward description of what the duties and expectations are.

2. **Showcasing "The Challenge"**–

The number one reason why people move is for a new and interesting challenge so you must be **very clear** on what this is. You must then be clear on how successful this person can be and what influence they will have on the profitable future of the business because people like accountability too. It is also really important to describe the expectations of success – draw a picture of what success looks like from the hiring manager's point of view within the first 6 months and the first 12 months.

3. **Length of the spec**–

Keep it to one A4 page in length and use *simple* language. Avoid management talk altogether. Avoid industry specific jargon as much as possible, unless the role absolutely requires someone from your industry. People like simplicity.

4. **Critical vs Desirable**-

Determine what you *really* need from someone. Identify 5 skills that are **critical** (the must-haves) to the job role and its success (these are non-negotiable), then list 5 skills & experiences that **desirable** or are a nice to have. Put these in bold and in bullet points.

5. **Be Strict** –

Use specific words to make clear how strict you are on the must-haves like “demonstrable experience of ” and “you will be required to show.....” at interview.

6. **Culture**

Describe in detail the team in which this person will be working in, the way the company works as an employer, the current employee engagement levels, the diversity split and **ALL** the benefits.

7. **Social Media**

Direct prospective employees to your company **Facebook** page where they can see various social activities and get a feel for the culture you have explained. Offer out the **LinkedIn** profile of the MD / CEO and any other key leaders whose profile positively markets the company and its brand.

8. **Use comparisons**

Where does the company sit amongst its competitors? Where is the firm in terms of innovation? What is the vision of the MD or CEO / key leadership? Be clear about where this role fits in with this vision.

9. **Flexibility**

Work / life balance is more important than we think. When candidates do their final qualifications of the role, the offer of flexible hours plays a big part in this decision.

10. **Salary, Bonus & Progression**

Research this but pay marginally better than your competitors **AND** describe the career development process in the same paragraph. After “The Challenge”, salary and progression are the 2nd most important reasons people move jobs and they will always look at how they will be better off and if there is room for their current employer to counter offer. They will stay where they are if the possibility of a counter offer is high.

For all your permanent recruitment solutions call:

0203 488 1539

info@giftcardrecruitment.co.uk

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