JOB AD TEMPLATE

THE MOST EFFECTIVE WAY TO BETTER YOUR SOURCING EFFORTS IS TO FOCUS ON YOUR JOB AD!

Did you know for every 1 applicant you see in your inbox, there are 100+ potentially interested and qualified candidates who didn't make it through the application process?

The problem is most companies are using a job description instead of a job ad.

While it does play an important part in HR and compliance...

A job description was never meant to be an actual job ad.

HIRE dimensions

SECTIONS OF YOUR JOB AD

So, how do you write an engaging job ad?

The primary goal of your ad is to create a consistent flow that explains to people why they should want this job versus what they do right now.

This template will lay out all the different sections of the job ad with our tested and validated flow. If needed, feel free to add or reorder the sections.

Writing your new job ad may feel strange. Your ad won't look or sound like your competitor's or the previous ads that you have used. This is on purpose.

In a hyper-competitive talent market, you want to stand out from the crowd rather than blend in.

Have job seekers ever brought up your ad during the interview? Have they talked about how excited it got them to apply for the job? If not, this is because you may have been using a job description...

1 The Elevator Pitch

1-2 paragraphs to tell the job seeker what you're looking for and why they might want the job. This is where you highlight your biggest benefits and differentiators.

2 About Our Company

Explain what the experience is like working for your company.

3 A Day in the Life

Explain in an engaging way what the job is actually like and what they can expect.

4 The Work Schedule & Environment

Help the job seeker understand the work schedule and environment. Be as specific as possible!

5 Job Requirements

Less than 10 HARD requirements. Stick to functional requirements. Rather than "X number of years of experience in sales", try "experience cold calling".

6 Call to Action: Encourage to Apply

Push the job seeker to take the next step. Provider details about what they can expect from your application and screening process.

JOB AD TEMPLATE

1 The Elevator Pitch

Sample Elevator Pitch:

"Hire Dimensions in Eagle Mountain, UT is looking to hire a part-time or full-time Client Support Specialist. Do you want the flexibility to work from home and from the office? Would you like to join a growing tech company with a supportive team environment where there is great
potential for career growth? If so, please read on!"

Write Your Own Elevator Pitch:

> [Business Name] is looking for an [Job Title] to help our [Team Name]. If you are [Positive Attribute] and [Positive Attribute], and are looking for [Benefit Your Company Provides], keep reading!

2 About Our Company

What would an employee tell a friend about working for your company?

What makes your culture, values, and company unique?

What is the overall mission/vibe when it comes to your employees?

3 A Day in the Life

Tell a story that helps a job seeker imagine doing this job!

Why is this job important?

What types of things do they do every day?

Tasks:

Interactions:

What things do they do weekly/monthly that are important to their job?

What random projects could they be asked to do or be a part of?

4 The Work Schedule & Environment

What are the specific days & times they will be required to work?

Where is the location of the job?

Is it work from home?

What makes their manager awesome to work for?

What makes their team awesome?

5 **Job Requirements** *These are deal breakers!*

What things must they know how to do BEFORE starting?

What things do they need to be naturally good at?

What things will they learn on the job?

6 **Call to Action: Encourage to Apply**

How long will it take to apply?

If a job seeker meets basic qualifications, what happens next?