

Are Your Job Ads *Turning Off Talent?*

Stand Out, *DON'T BLEND IN:*

1 Lack of Company Appeal:

If your ads don't highlight what sets you apart, you'll blend into the noise.

2 Unlisted Advancement:

Showcase growth paths – ambition attracts ambition.

3 Focus on the "Why":

What makes your projects exciting or your company a great place to work?

4 Address the Elephant:

Include the salary, benefits, and expectations. Be upfront from the start.



5 Target Your Language:

Use terms that resonate with the type of worker you're seeking.

Think Like Your *CANDIDATE*

Skills Specificity:

Clearly list the essential skills and any relevant certifications needed, striking a balance between must-haves and nice-to-haves.

Speak Their Language:

Use industry-specific keywords and terminology that skilled candidates will search for.

Value Beyond:

Emphasise what a candidate will gain by working on your projects – challenges to solve, technologies they'll use, and opportunities to learn.

Reputation as a *RECRUITMENT TOOL:*

Candidate Experience as Branding:

Positive interactions, even for unsuccessful candidates, shape your reputation in the industry.

Fast Response Priorities:

Even a quick "no thank you" shows respect for candidates' time. This reduces negative online reviews and encourages future referrals.

Word-of-Mouth Wins:

Happy employees are your best advocates. Invest in a strong onboarding process and company culture that makes people want to refer their network.