

### Section Three: Developing Your Recruitment Ad.

In today's demanding and competitive market, recruitment ads need to be thoroughly thought out and considered. The ad you place says a lot about your company and the type of person you are looking for—you are ultimately, selling your company to potential employees and it costs money.

Include in the advertisement information about any specific requirements or idiosyncrasies of the position that might create concern. For instance, is evening or weekend work required? Is overtime required?

Four elements of a recruitment ad:

a) The type of person you are looking for

Clearly stating the type of person you are looking for minimizes the number of unsuitable resumes and applications and makes choosing interviewees much more manageable. Your ads should include:

- Specific job skills required
- Experience and background required
- Education requirements
- Travel or relocation requirements
- Whether or not training will be provided
- Full or part time work
- Hours of work

b) Salary

Whether you actually state the salary for the position is up to you. However, some mention of pay should be made. By stating the salary you will decrease the number of responses if your salary is lower than that paid by other organizations, or if the salary is not what a person is looking for.

c) How to apply

Be specific here, and be careful that you do not omit the obvious. It is not uncommon to find an employment advertisement that says "Send resume" but neglects to say where.

Remember, in today's environment, many people are using the internet and electronic versions of their resumes, state an email address if you have—it also makes it simple for you to trace and track resumes that arrive for specific jobs. Potential employees also have a quick way of ensuring that their resumes have safely arrived for your advertisement.