



## Advertising a job

There's no right or wrong way to do a job advertisement, however there are a few things you need to consider including to ensure your advert is attractive to potential applicants and you cover everything you need to receive from an applicant, to make an informed decision about their suitability for your vacant position.

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 should have;
- the selection criteria for the applicant to address; and
- how and when they should apply for the position.

Use the **AIDA** four point guide 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.

The following two advertisements are included as examples.



## Looking for a cutting edge career?

*Making Waves* has some of the best and most awarded hairstylists in town and we're 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 (\$20,000 to \$25,000 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.

If you have a bubbly personality, great personal presentation, a commitment to client satisfaction and you're not afraid of a little hard work to gain an opportunity for a career in hairdressing, we'd love to hear from you.

To apply, please forward your CV to:

Jane Citizen  
Manager, Making Waves  
123 Hometown Road  
Hometown WA 6001

Email: [info@makingwaves.com.au](mailto:info@makingwaves.com.au)  
Phone: (08) 62XX XXXX

**Applications close 5pm Friday 30 June 2018.**



## A passion for pools? A craving to be creative?

*Making Waves* has created some of the best and most awarded garden swimming pools in the State and we're looking to add to our hard working construction team.

We provide innovative pool designs and we pride ourselves on our dedication to first class building quality.

Our southern construction team is waiting to welcome a

### Qualified Landscaper

who will take advantage of flexible working hours, the opportunity for a competitive salary (\$45,000 to \$55,000 per annum), with access to first class designers and support from a well-equipped construction team.

Ask our team and they will tell you it's a great place to work, where one day is never the same as the next.

If you have flair with plants and garden design elements, have formal qualifications in landscaping or horticulture and can demonstrate a creative track record over the past three years we'd like to hear from you. Experience in landscaping around pools would be highly regarded.

To apply, please forward your CV, with any photos to:

Darren Citizen  
General Manager, Making Waves  
123 Hometown Road  
Hometown WA 6001

Email: [info@makingwaves.com.au](mailto:info@makingwaves.com.au)  
Phone: (08) 62XX XXXX

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