

## Writing your advert with S.O.S

Please use this template as a starting point; please fill in each field accordingly

Information	Why we need it?
<b>Job title</b>	Make your title simple and relevant e.g. don't advertise a vacancy as a "Sales Administrator" where there is no sales involved and don't call a customer service role "Client Information Representative"
<b>Salary</b>	This is a very important field – if you don't specify a salary you won't attract the correct quality of candidate.
<b>Location</b>	Specify the town or city where the job is based.
<b>Keywords</b>	Key words are vital in attracting the right candidates – if you are advertising for a check out assistant in a supermarket you would use key words such as:  Retail Supermarket Customer service Face to face Sales Money handling  The more of these you fit in your advert the more chance you have of catching the attention of your ideal candidate.
<b>Company information</b>	Don't be modest – let everyone know about your successes.
<b>Job role</b>	Candidates use this section to identify two things 'does the job interest me' 'can I actually do the job' make sure you detail all the duties for the role.
<b>Person spec</b>	Good candidates won't apply for jobs they won't get – outline the type of person that will fit into your organisation. Use this section to list previous job experience (good place to list keywords!), software packages and necessary qualifications Consider who you are putting off when you are writing this section. It's better to have a CV of a quality candidate and talk to them rather than putting them off and they never apply!
<b>Benefits</b>	Candidates always want to know the perks of the jobs; Salary Extra perks – discounts, healthcare etc Hours Ongoing training? Career paths?