

Writing a Napier Recruitment Advert

Preparation:

Before writing your advert, take the time to think about what you are advertising. Some good questions which can help you write more creative and engaging adverts:

The role

Why is this role being advertised? What are the unique selling points? What makes this role exciting?

The person

Who are we looking for? What are they like? What should the tone of voice and vocabulary be to suit them?

The team

What kind of environment will they be working in? What is the team structure? What skills or experience is the hiring manager looking for?

These questions should be explored with your hiring manager at the manager briefing and in your own research of the particular area of hiring.

Key things to keep in mind and follow when writing job ads:

- Job title – Is it relevant? Does it speak to the outside world? Does it show what we are looking for?
- Try not to repeat basic information e.g. contract length, salary etc.
- Reduce long sentences! Try to keep to 15-18 words or use good grammar to break long sentences up.
- Keep it succinct and brief – cut words wherever possible.
- Good structure – clear headings, good information in each area and in an order that flows.
- Are we explaining what the job role really is?
- Don't just use the essential criteria to describe who we are looking for – make it personal.
- Use words like 'us', 'our', and 'team'.
- Try to avoid generic statements:
 - “We are looking for”
 - “We have an exciting opportunity in...”
 - “based in modern office accommodation”
 - “an enhanced professional development package”
- The intro should take the longest to write – the first 2-4 lines are previews visible on job ads and must be the most engaging!
- Remember to write for a mobile audience.
- Write in layman's terms where possible.

Things you must check:

- Check the links work.
- Put pension in the 'package' area on iTrent (for example - Employer contribution of 23% - Scottish

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Teachers Superannuation Scheme but remember this varies between academic and support roles)

- Consistent approach to dates throughout the advert.
- Use 11.59pm as the closing time of advert and identify this in the advert.
- Always get a buddy to proofread.

Job Advert Structure

- Job Title
- Salary
- Introduction
- The role
- Who we are looking for
- Benefits we offer
- Additional information
- Right to Work statement
- Inclusion statement

1. Job Title:

State the full job title and contract type, as this is the attention grabber.

Format

- Lecturer in Human Resource Management – Full time, Perm
- School Support Administrator – 12 months, Fixed Term

2. Salary:

Format

£40,322 – £49,553 per annum (Grade 6)

3. Package:

Format

Excellent benefits package + Pension (Employer contribution of 23% – Scottish Teachers Superannuation Scheme)

4. Opening tagline:

Tagline – must be punchy and attention grabbing

Format/ example

- Further your academic career in HRM with Edinburgh Napier University
- Further your career in Sports & Exercise Science with Edinburgh Napier University

5. Introduction:

- A. Start with the main purpose of the role** (*most job boards don't allow a headline so the main points should be incorporated into the first couple of sentences*)

For example:

We are looking to appoint a Lecturer in HRM who can contribute to teaching and learning delivery, programme leadership and innovative programme development.

B. About the University

- Short bio about Edinburgh Napier University - use a few key facts/figures
- Summarise who we are and what it is that makes us great
- Mention any important facts or figures
- Keep it brief!

For example:

[Edinburgh Napier](#) is the #1 modern University in Scotland (GUG), one of Scotland's top universities for graduate employability and #1 in Edinburgh for student satisfaction (NSS). With 20,000 students from over 110 countries, we are a truly international university based in an iconic city, in a stunning and forward-thinking country. Our results are testament to our commitment to teaching and research, and we have ambitious plans to grow, shape and further strengthen our academic reputation.

C. About the faculty or department

- Summarise the faculty or area of the University that the candidate will be working in.
- Short bio about the School / Service Department - highlight successes / facilities and mention any important facts or figures.
- Talk about what the environment is like and why people should want to be part of it.
- Keep it brief!

For example:

[Edinburgh Napier Business School](#) is The Business School at Edinburgh Napier University is of the largest modern Business Schools in Scotland. We are home to students, staff and researchers inspired by the world around us to provide creative, sustainable solutions to economic challenges societal issues. We have a record of accomplishment and high level of engagement with business and professional networks. Our Craiglockhart Campus location is 10 minutes from the centre of Edinburgh. Click [here](#) to watch a short video about us.

The HRM team is well-established with a strong academic reputation. The National Student Survey for 2018 rated the subject area of HRM at 90% for overall satisfaction with their programme. The team is well-known for its approach to practice based learning and research around the theme of 'maximising human potential', which focuses on well-being, diversity, talent and leadership development and performance improvement. Academics include Professor Tom Garavan (Strategic HRD), Professor Maura Sheehan (International Management) as well as Emeritus Professor Helen Francis (HR and OD Transformation) all well-known scholars and publishers in the HRM field.

6. The role

Think about

- What's new? Why has this role come up?
- Why would someone leave a role they are in to come and do this role? What are the unique selling factors that we can use to market this role?
- What are the nuts and bolts of the role?
- Are there any particular areas of responsibility or exciting projects?

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7. Who we are looking for

Think about

- Essential and desirable skills that are needed to perform the job, and any technical capabilities
- Are there any skills that are transferable and if so from what role or sector
- What characteristics, attitude and behaviours make a good fit
- Don't just list the criteria

All adverts must include the standard statement (with the role description);

Format

To know more about this exciting opportunity please click [here](#) to view the role profile.

8. Benefits we offer

All adverts must include the standard statement but remember holiday entitlement varies between roles (academic and support) and grades, so always check;

Format

In return, we offer a great working environment where we support ambition, recognise achievement and offer an attractive benefits package. This includes a minimum of 36 days annual leave (includes bank holidays), a generous pension scheme, professional development opportunities, discounted access to onsite sports facilities and a wide range of other staff discounts.

Salary: £32,816 - £39,152 per annum (Grade 5)

9. Additional information

Format

- Informal enquiries can be made in the first instance to, Professor John Smith:
j.smith@napier.ac.uk (for academic roles only)
- Closing date: Wednesday 20 February 2019 at 11.59pm
- Shortlisting: week commencing 25 February 2019
- Interviews: Friday 15 March 2019

10. Right to Work statement

- All adverts up to Grade 5 should include this;

Format

Please also note that the successful candidate must have permission to work in the UK by the start of their employment, as we are unable to sponsor any candidate for this role.

- All adverts **Grade 5 and above** should include this (unless we are sponsoring)

Format

Please note that the successful candidate must have permission to work in the UK by the start of their employment. We are unable to sponsor any candidate for this role.

11. Inclusion statement

- All adverts should conclude with this:

The University is committed to inclusion, demonstrated through our work in respect of our diversity awards and holds Disability Confident, Carer Positive and Stonewall Scotland Diversity Champion status. More details can be found [here](#).