Guide 1.1: Advertising Your Job

Business is going great, and you need more staff. But how do you make sure everyone knows you're recruiting? Start with a clear and detailed job advert.

What to Include

Putting in the right information will help potential applicants decide if it's the job for them. You need good people who can work the right hours.

- Job Title – be specific.
- Salary – state whether it's an hourly rate or annual salary.
- Hours – are they set or is it casual?
- Work Pattern – on what days do you need people? Is it on a shift basis? Will you need someone to work evenings and weekends?
- Location – is it in one premises or are you looking for someone to work in lots of different places?
- Benefits – can you offer any discounts, vouchers or other benefits over and above pay? Anything you can offer could lead to more applicants.
- How to apply – do you want them to call or email you? Do you use an application form, or do you just need their CV?

After these details, give a short description of what the job entails. Use positive language. Make sure the words you use don't put anyone off from applying. For example, don't use words that some could view as sexist.

You need to be aware that it is against the law to discriminate on the grounds of "Protected Characteristics". This includes age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation. Anything in your advert that seems to suggest you only want certain types of people (ie young or male) could lead to prosecution.

You will also need to detail what you are looking for. Ask yourself: "what are the three key skills or qualities they need to be able to do the job?" For example:

We're currently recruiting an experienced Chef to help us create exceptional food. As our Chef, you will be preparing and serving the kind of food that brightens our customers' days. You'll be responsible for overseeing and improving the functioning of our kitchen.

Our ideal Chef will:

- *Have experience supervising a team;*
- *Have experience in a similar Chef role; and*
- *Hold a Food Hygiene certificate.*

How to Advertise for Free

You will always have the option to pay for adverts in local newspapers, radio or online, but here are some ways you can advertise for free.

A poster in your premises

Make sure it's printed, well presented and looks good. You want to give the best impression of your business from day one.

Social Media

Use any platform you currently use to publicise your business. Make sure posts have all the details above.

Job Centre Plus

You can advertise jobs for free on the UK Government's official job vacancy service, "Find a Job". Just register at https://www.gov.uk/advertise-job and upload your vacancy.

Indeed

You can also advertise jobs for free on the job search platform Indeed. There are paid options to enhance your advert, but free listings still appear when applicants search: https://uk.indeed.com

Responding to Applications – Top Tips

Before you get that advert out, make sure you put time aside to respond to the people that apply. A delay in contacting applicants may mean that the good ones will have already got other jobs.

Always try to select more than one person to interview. Some applicants may seem perfect at first, but, after a more detailed conversation, they may seem less suitable. Try to select at least three strong applicants.

Give applicants at least a few days' notice of the interview to make sure they can attend. Tell them as much detail about what they can expect on the day: how long will they be there for? Do they need to bring anything? This will help them feel less nervous.

It's also a good idea to let the ones you're not inviting in know as soon as possible. This can be a great way to improve the reputation of your business. Make sure every contact you have with applicants leaves a good impression.

For HR support, please contact Colden HR on 0121 284 0852
or email enquiries@coldenhr.co.uk and quote your NCASS membership number.