

# JOB ADVERTISING

## TO ATTRACT YOUNG PEOPLE

### JOB DESCRIPTION

Use a short, realistic description of the role.

Provide clear, easy to understand job duties.

Avoid industry jargon.

Provide a brief company overview.

### ENTRY LEVEL

State clearly and at the start of the job advertisement if the role is an entry level position.

To avoid potential job seekers going past the advertisement thinking they are not suitable.

### LOCATION & TIME

Advertise where the location of employment will be.

Expected hours to be worked.

**This essential information will help Young People know if the job is available to them before they apply for the role.**

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## SALARY

Clearly stating the expected earnings.

Including this information will show that you are transparent.

## SIMPLE LANGUAGE & DESIGN

Using simple language will ensure your job advert is easy to read across both desktops and mobiles.

## HOW TO APPLY

Clearly state if the job advertised requires a cover letter or if selection criteria needs to be addressed before applying.

## ON THE JOB TRAINING

Include if the position will come with on the job training, This will allow Young People the confidence to apply for the role, knowing they will be guided.

## QUALIFICATIONS

If you are advertising a position that requires qualifications make sure they are clear and easily seen.