A screen shot of a person

Description automatically generated

In today’s candidate-driven job market, your adverts are not only competing with other colleges in the FE sector but with schools, universities and the wider industry. Below we have given you some guidelines that will help ensure that your advert attracts the right candidates and will potentially boost applications to your roles.

**Straightforward content is the key to success**

You have about 8 seconds to catch the interest of the job seeker before they move on to another advert, so make sure your copy is clear and concise. With over 90% of all job searches done via a mobile device ensure job seekers can quickly scan your job advert copy to get what they want.

Here are the top tips for content writing:

* Job Seekers are Scanners **NOT** Readers
* Give them what they want… be Clear, Concise & Factual
* Use bullet points rather than paragraphs when at all possible
* Arrange your content with the most relevant information at the top
* Don’t make them work hard to find out more information - i.e. look at JD
* Grammar and Spell check your copy – [Grammarly tool](https://www.grammarly.com/) (FREE) is very helpful
* Format your copy to make it look good… But don’t overdo it!

**Appealing to candidates**

If you take the analogy that the job is your product and the job seekers are your customers, you need to make a compelling case for why they should apply for the vacancy. Job seekers value their skills and experience very highly, and if you want them to apply for a job, you'll need to appeal to their wants and needs in the same way you would with a consumer.

Think about when you're shopping. Which are the products that catch your eye? What kind of products are your target candidate attracted to? What lessons can you learn from the advertising language they use and the way they are displayed?

Looking for a job is a full-time job in itself, so try and keep your job advert to around 800-1,200 words. Both adverts that are too long or short job adverts can be off-putting for candidates as there is either too much initial information or none to make an informed decision. After all, if they want to find out more information about the role, they can read the attached job description. However, you need to give the candidate enough information in the advert to decide to look at the job description.

The language you use in adverts can also help to make your advert more attractive to candidates. When you write your advert, try to 'we' and 'our' with 'you' and 'your'. As this will help the candidate to feel like the advert is tailored just for them and you need them in the position.

**Simplify your job title and make it more appealing to candidates**

An easy way to increase the number of people who view your job advert is to make the job title more appealing to them. Internally within the college, the role may be known as an ‘Engagement and Outreach Communications Coordinator', but not many candidates (Especially outside of FE) are going to be typing that into a search box, and therefore they may miss your advert. Therefore, If you are looking to attract a PR Coordinator, then we would suggest that your job advert title should be ‘PR Coordinator’.

**Advertise a different job title** - You can always advertise your job advert with a different title to the one that will be within your organization. So, advertise the job as ‘PR Coordinator’ but stipulate in the advert that their real job title will be ‘Engagement and Outreach Communications Coordinator'.

Remove all keyword stuffing in job titles – This puts off candidates and makes your adverts harder to find in searches. Instead, ensure that these additional details are in your advert copy at the top.

0.5 Apprenticeship Skills Coordinator - Fire Services (Business Fire Safety) - Fixed term until 31 August

Apprenticeship Skills Coordinator - Fire Services

**Remove all FEACJ (FE & College Jargon)**

The FE sector can sometimes be a confusing industry to work in with all our jargon and acronyms, especially as these can vary from college to college. When writing out your advert, we would recommend that you try to remove any FE/College-specific jargon unless necessary and explain any acronyms that you use. This way, you are less likely to confuse any candidate that maybe isn’t aware of it or scare off potential candidates from outside the sector.

**Job advert structure**

There's no set format to how your job advert content should be, but you should give the candidate enough information to decide as to whether they want to apply. Therefore, you should look to include the following details:

**Short job introduction** – Aim to keep this to around 50-60 words and talk about the job rather than the college. This will help the reader quickly assess if it's an appropriate role for them, enticing them to keep on reading. This is also what we would recommend you put in the short description section when posting to AoC Jobs, but also include it at the top of your advert in the main body of the text.

**Role responsibilities (Bullet Points)** - List between three and six main tasks the successful applicant will be expected to undertake. Try to relate these to a business objective where possible so the applicant can envisage how the position fits into the company's plans. For example, “Developing an email marketing programme to help increase student attraction to our courses”. Remember your advert is not a job description and therefore doesn't need to include every element, just enough to get the right people to apply.

**Person specification (Bullet Points)** – What skills, qualifications or attributes are you looking for in your ideal applicant? Try and divide these up between what is essential and what would be desirable. If you are hoping to obtain a high level of applications, you can afford to be less specific with your requirements. Whereas if you just want a couple of high-quality applicants then be very clear about the strict criteria they will have to meet. Job seekers take literal notice of this area, and you can affect your response rate dramatically with just a few carefully chosen words.

**Rewards** – As well as information on the salary candidates, can expect to receive, you should also look to point out some of the key benefits and perks they can look forward to. What would make them want to apply for your role rather than a similar position with a competitor? Rewards don't have to be financial so think about what flexible working programmes holiday entitlement or child daycare options your company offers.

**Location** - As well as filling in the ‘Location' field when filling in the online job posting form, you may also want to add more specific information about where the job is based. Is it a new building? Are there good transport links? Is there parking available? Is the role always based in the office/classroom or on different campuses? Where people work is often just as important as the role they are taking on.

**TOP TIP:** When posting your job to job boards, please state your Geographical location in the advert, using ideally your postcode (As this is better for Google search) or your town/city name. Please avoid using your campus locations i.e. Smithfield Campus or terms like ‘multiple campuses’ etc. as candidates are simply not searching for jobs with those terms and it means that your jobs will not get as many applications.

**Teacher Training**

Are you happy to offer teacher training to candidates from industry with no teaching qualifications?

If so, make sure your message is clear and straightforward to help attract them. Please try to avoid using the commonly used phrase.

“Applicants should be a qualified teacher or commit to obtaining the appropriate qualification.”

Give them explicit instruction as to how you will help them. For instance, you can have a section like below.

**Not a qualified teacher? Pass on your industry skills to our students and get trained in-house**

* Start your teaching career with us today
* We will finance your in-house training
* We will provide you with a mentor to support you through the process
* You must be committed to obtaining the appropriate qualification within two years

**How to apply** - We would always recommend that you keep things simple by having one precise application and ideally use our ‘Apply Now' button on AoC Jobs. As this is visible to candidates and also provides you with relevant application data. By adding in multiple application methods such as links in the text and email addresses, this can sometimes be confusing to candidates. We would also recommend the next steps that the candidate has to take to complete the application; that way, you will reduce any potential candidates from dropping off. If possible, we would always recommend accepting CV applications for adverts as this is easier for job seekers and more appealing to candidates from outside the sector. If you add a contact telephone number, we would also recommend you include a reference number to quote so you can track where your applications came from.

**Your College** – Rather than copying the ‘About Us' section from your website, try to relate this to the role. So, if it's a sales role you could put “A leading college looking to grow its links with local businesses.” whereas for an IT role you could put “A leading college with a newly developed website built on a .NET framework.”

This is your opportunity to sell the organisation and answer some critical question that they will have (See below) before they apply. Honesty is the best policy here, so please be realistic with what you say, and we would recommend giving it to them- an account of what life is really like at your organisation. After all, you don’t want your new employee to be disappointed on day one, and if you sell them utopia and give them a reality, that is likely to happen.

**What are you?** – Provide information about the college explain who you are and what you do as if they have no idea about the FE Sector.

**Ideas:** Type of college you are, what education and training you provide, when were you established, are you part of a group, Ofstead grade etc

**What are the people like and will I fit in?** Don’t forget with any company; it’s not the building that attracts people to your organisation but the staff that work in it. So you need to give the applicant an idea about the people they will be working with.

**Ideas:** Staff numbers, retention rates (if they are good), diversity statistics, training schemes, staff progression, quotes from staff members, staff groups, staff social events

**What is the working environment like?** Lastly, you need to provide details on their new working environment and the facilities that are available to them.

**Ideas:** New buildings being built, staff canteen, coffee shops etc, IT hardware etc

**Equality, Diversity & Inclusion Information** - 62% of job seekers said they’re more likely to apply for a job where a company is openly committed to improving diversity and inclusion in their workforce. Therefore missing out this information could reduce your application rates by over a half.

**Optimising your job adverts for search engines**

With more and more candidates using search engines like Google, Yahoo and Bing to find roles, it is important to make sure your jobs are visible to them. Below we have highlighted a Search Engine Optimisation (SEO) tip, that will help attract more candidates to your adverts and therefore boost views and applications.

**Advert text – Be more specific with descriptions in your text rather than using generic terms**

Improving your adverts means you need to be more specific, you want to replace generic terms, such as the applicant, the college, candidate, company etc. Ideally, it is best practice to replace generic terms with those specific to the role you are advertising. For example:

“The successful applicant will play a pivotal role in the success of our students.”

“As a [Your Job Title], you will play a pivotal role in the success of [Your College Name] students.”

**We are here to help you get the most out of your adverts**

Do you have questions or need to get more advice around your advert structure?

Please contact us, our department has over 100 years of recruitment experience between us, so we will be able to provide you with advice and guidance. Please feel free to send us a copy of your advert for us to review, we would be happy to help.

**Tel:** 020 7034 2634

**Email:**[help@aocjobs.com](mailto:help@aocjobs.com)

**Job Advert Templates**

Below is a template for you to use. Please use this as a guideline and make it your own. Don’t forget you need your advert to stand out amongst the competition, so the last thing you want is your advert to look and read like everyone else's. It is probably best to have several templates for different job roles.

**Job Advert Template – Job Board**

**[Advertised Job Title]** (See Page 2)

**[Contract Type]**

**[Hours]**

**[Salary] plus a great benefits package (See below for more details)**

**[Geographical Location including postcode]**

**[Campus Location]**

We have a great opportunity based at our [Campus Name] campus for a [Job Title] to become a key member of our [department].

You will have [Main Essential Experience] and ideally have [Main Desirable Experience] although this is not essential.

**[Job Title] Key Responsibilities**

As a [Job Title], you will play a pivotal role in the success of [College Name] through:

* Point 1
* Point 2
* Point 3
* Point 4
* Point 5

A full list of all the roles responsibilities can be found in the attached job description.

**Person Specification & Job Requirements**

You will have knowledge of [Requirement 1] and recent relevant [Requirement 2] experience within the occupational area, alongside the following qualifications:

**Essential**

* Good all-round level of education to include Maths and English to GCSE (Grade A-C) or equivalent level (level 2)
* Level 3 in the relevant sector area

**Desirable**

* Teaching Qualification

**Not a qualified teacher? Pass on your industry skills to our students and get trained in-house**

* Start your teaching career with us today
* We will finance your in-house training
* We will provide you with a mentor to support you through the process
* You must be committed to obtaining the appropriate qualification within two years
* We will pay you during you training
* You will get a pay increase once qualified

Further details of the essential criteria for the post can be located within the Job Description.

**Rewards and Benefits at [College Name]**

We value our employee's contribution to our organisation, that is why we provide a range of benefits and rewards to help and support them, including:

* Point 1
* Point 2
* Point 3
* Point 4
* Point 5

A full list of all of our rewards and benefits can be found on our site when you apply for the job.

**Equality and Diversity at [College Name]**

As part of our ongoing commitment to Equality and Diversity, [College Name] guarantee to shortlist all applicants from a black or ethnic minority group who meet the essential criteria and all applicants with a disability who meet the essential criteria.

**How to Apply**

To apply for the position of [Job Title], simply **click on the Apply Button**. From here you will be directed to our company recruitment portal where you will find further details about our organisation and how to apply, as well as contact details for those who have questions about the role.

**Deadline Date for Applications – [Date and Time]**

**Interview Date(s) – [Date]**

**Please Note:** To advertise this role, we have promoted the job title as **[Advertised Job Title]** the real job within the college will be **[Real College Job Title]**.

**About [College Name]**

About your college information but from a careers perspective (see page 4 for more details)

[What type of company are you]

[What are the staff like]

[What is the working environment and facilities like]

**Safeguarding of Our Students**

[College Name] is committed to safeguarding and promoting the welfare of young people and expects all staff to share this commitment.

An Enhanced DBS check will be required for this position and you will be required to declare any convictions, cautions, reprimands or final warnings, which would not be filtered in line with current guidance.

**Interviews During the COVID-19 Pandemic**

As a result of the ongoing COVID-19 pandemic, in the interests of business continuity [College Name] will conduct our interviews via [Video Call Provider]. More information on [Video Call Provider] will be provided to you when your at the interview stage.

**Job Advert Template – College Website**

**[Real College Job Title]**

**Job Title: [Real College Job Title]**

**Advertised as: [Advertised Job Title]**

**[Contract Type]**

**[Hours]**

**[Salary] plus a great benefits package (See below for more details)**

**[Campus Location]**

**[Geographical Location including postcode]**

We have a great opportunity based at our [Campus Name] campus for a [Job Title] to become a key member of our [department].

You will have [Main Essential Experience] and ideally, have [Main Desirable Experience] although this is not essential.

For an informal discussion with the hiring manager, please contact [Line Manager] by phone [Telephone Number] or by email [email address]

**[Job Title] Key Responsibilities**

As a [Job Title] you will play a pivotal role in the success of [College Name] through:

* Point 1
* Point 2
* Point 3
* Point 4
* Point 5

A full list of all the roles responsibilities can be found in the attached job description.

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You will have knowledge of [Requirement 1] and recent relevant [Requirement 2] experience within the occupational area, alongside the following qualifications:

**Essential**

* Good all-round level of education to include Maths and English to GCSE (Grade A-C) or equivalent level (level 2)
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**Desirable**

* Teaching Qualification

**Not a qualified teacher? Pass on your industry skills to our students and get trained in-house**

* Start your teaching career with us today
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As part of our ongoing commitment to Equality and Diversity, [College Name] guarantee to shortlist all applicants from a black or ethnic minority group who meet the essential criteria and all applicants with a disability who meet the essential criteria.

**How to Apply**

Apply via your ATS (Delete as Appropriate)

To apply for this job, simply click on the apply button to start your application.

Please be aware that for those of you that have not used our system before you will need to create an account to apply.

Apply via download application form (Delete as Appropriate)

To apply for this job, you will need to do the following:

1. Download an application form here –
2. Please read through our guidance notes for filling in the form here –
3. Submit your application to the following email address - [email address]

**Do you have a question in regard to this job?**

Please submit your question to [email address] and we will endeavour to reply to you within 24 hours.

**Deadline Date for Applications – [Date and Time]**

**Interview Date(s) – [Date]**

**About [College Name]**

About your college information but from a careers perspective (see page 4 for more details)

[What type of company are you]

[What are the staff like]

[What is the working environment and facilities like]

**Safeguarding of Our Students**

[College Name] is committed to safeguarding and promoting the welfare of young people and expects all staff to share this commitment.

An Enhanced DBS check will be required for this position, and you will be required to declare any convictions, cautions, reprimands or final warnings, which would not be filtered in line with current guidance.

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