



# ATTRACT: Job Description Template

How you write your job advert really matters if you want to catch the attention of top students and graduates. There's a lot of competition out there, so it's vital to make your opportunity and your company stand out to potential applicants.

Your hiring process starts with your job advert and taking the time to perfect your job advert from the start can save money and resources.

The Employability Team are happy to assist if you need support in writing an advert or promoting your role amongst our students and graduates.

MyEmployability is our free online jobs portal where you can create an employer profile and upload opportunities, whether these are graduate or placement roles, or part time jobs. Our students have told us it's their first choice platform when searching for roles. It's easy to do, as all information can be entered on one screen. Below we cover what you'll be asked for on our portal, but you can also use this as the basis to create your own job description.

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## TEMPLATE

### COMPANY NUMBER

This is your Company Registration Number from Companies House.

### COMPANY DESCRIPTION

MAX 1000 CHARACTERS

Give a quick introduction to your company - what makes it stand out (maybe your location, big-name clients, or any interesting perks). This is your chance to grab students' or graduates' attention, so keep it honest and genuine.

Share a bit about the story of the company and basics of what you do. You could cover the company's goals, what your products or services are, benefits you offer, and what it's like to work there. Mention your culture and values, how you support things like diversity and inclusion, the environment, or your local community, and any awards or recognitions you've earned. All of this helps students and graduates see if your values match theirs.

### ADDRESS

Add your registered company address, including country and postcode.

### WEBSITE LINK

This gives applicants an opportunity to gather more information about your business.

### PRIMARY CONTACT DETAILS

Please provide your name, position, email address and contact number. You can choose whether you want these to be displayed, but we find that it's good to offer this, in case applicants have any queries.



# JOB DESCRIPTION TEMPLATE

## NUMBER OF EMPLOYEES

Please select from the size options.

## PRIMARY INDUSTRY

Please select one primary industry which best describes the work your company does.

## JOB TITLE

- Be search-friendly. When a student or graduate is looking for a job, they'll type in specific keywords. Use plain, familiar language that students or graduates would actually type into a search bar. That way, your job has a better chance of being seen and clicked on.

Student insight: Including the words “placement” or “graduate” in your job title can make the role more appealing to candidates, and helps them to find the relevant opportunity.

- Make a strong first impression. The title is the first thing they see, so make it eye-catching but straightforward. It should instantly tell them what the role is about.

Refine job titles and keywords for searchability (e.g. include “placement,” “graduate.”)

**AI Tip:** Keyword Optimisation: AI tools can analyse current market trends and similar roles to suggest keywords and phrases that make your posting more discoverable to the right candidates.

## APPLICATION CLOSING DATE

Ideally, this would be a minimum of 2 weeks and maximum of 6 months. If the window is really small, please get in contact so we can give the opportunity some extra promotion.

## NUMBER OF POSITIONS

Letting students and graduates know how many positions are available can encourage more people to apply - it shows them that there are real opportunities up for grabs.

## EXPECTED START DATE (AND END DATE IF APPLICABLE)

Try to give an idea of when you'd like the role to start, even if it's not exact. Saying something like “January” or “Summer” is really helpful for students and graduates who need to plan around their academic year. Avoid vague terms like “ASAP,” “Immediate start,” or “TBC” which can be taken literally and can discourage people from applying.

## SALARY

We strongly recommend adding a salary or salary range, as this tends to lead to much more engagement from students and graduates. Even if the exact amount depends on experience, providing a range still gives helpful guidance.

Avoid using terms like “competitive” — it doesn't give applicants a clear idea of what to expect and can be off-putting. Research has shown that more than a third of graduates would not apply for a job where the salary is described as competitive.

If EDI (Equality, Diversity, and Inclusion) is a focus for your company, including the salary helps to level the playing field, as marginalised groups can be less likely to have connections with existing staff who could give them information about the actual salary on offer.



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Salary transparency can also help reduce implicit biases that can affect salary negotiations, as candidates don't have to guess or fear being penalised for negotiating. It can help to enhance your reputation as a fair and ethical employer, making the role more attractive to candidates.

## PERMANENT/TEMPORARY

Confirming the type of opportunity is important to attract the right person for your role.

## OPPORTUNITY HOURS

Specify whether the hours are full time, part time, or casual.

## LOCATION

Please indicate if the role can be done from a choice of locations, if it is remote or hybrid, or if there are several roles across multiple locations.

Be specific, stating the full address if possible, or the city, postcode and region.

## SUMMARY

### MAX 500 CHARACTERS

This summary appears in job listings—it's your first and best chance to catch a student or graduate's attention. You've got 500 characters to make them stop scrolling.

Use this space to highlight what's unique about the role or your company and what type of applicant this means you're looking for. Lead with a compelling benefit or hook that speaks directly to the kind of candidate you want to attract. Make it count. Avoid repeating details from the full job description or content that can be found on your website.

## DESCRIPTION

### MAX 4000 CHARACTERS

Use this section to give a clear and engaging overview of the role. Unlike with general recruitment websites, you have the opportunity to tailor this description to the NTU student and graduate audience - think about what they want to know, and how to inspire them to apply.

If you have a full job description attached or a link to this on your website, avoid repeating content from this - this is your chance to directly connect with your audience.

Include the following where relevant:

- A brief introduction to your company, culture, and working environment. What makes it a great place to start a career?
- A clear breakdown of the role, including its purpose, key responsibilities, tasks, who the candidate will work with, and working hours.
- Essential technical skills required, alongside relevant soft skills (e.g. teamwork, communication, initiative) and personal strengths and attributes needed to succeed.

### AI Tip: Tailoring for Audience:

AI can help modify job descriptions to better suit specific audiences such as recent graduates. It can highlight relevant benefits (e.g., flexible hours, training, sustainability values) that resonate with those groups.

### AI Tip: Content Structuring:

AI can recommend or generate well-organised content structures using short paragraphs and bullet points that improve readability, which is particularly helpful for mobile users and younger applicants.

**Sustainability tip:** If you want to attract candidates who are passionate about sustainability, ensure you've added relevant sustainability skills in here. E.g. if you're looking for someone digitally minded with knowledge of working on Microsoft Teams



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What qualifications and experience you're looking for – any qualifications and experience that are needed.

## **Inclusive recruitment tip:**

Keeping essential requirements to a minimum can help with inclusive recruitment, as research has shown that female candidates are less likely to apply if they don't meet all of the essential criteria.

- Spell out the support and benefits provided, including any training and opportunities for career development, as well incentives and rewards.
- What sets your opportunity apart from others? Think about your company values, CSR activity, or unique benefits.
- Outline the stages of the recruitment process. This is another step towards inclusive recruitment, as the transparency reduces uncertainty for potential applicants, making them more likely to apply.

**Sustainability tip:** Clearly state any sustainable company benefits such as cycle to work scheme, hybrid/work from home options, flexible working.

**Sustainability tip:** If your company has a commitment to make a positive impact on sustainability, make your mission, vision and values clear. You could also reference if you have a sustainability policy in place.

## **AI Tip: Drafting and Editing**

**Support:** Employers can use AI to quickly draft role overviews, responsibilities, and required qualifications, then fine-tune them for tone and style. This can save time while maintaining a professional and consistent voice across postings.

## **Helpful tips:**

- Use short paragraphs and bullet points for clarity
- Attach a job description or a link to more detailed information if needed.
- Keep the details concise, informative, and easy to scan - remember, candidates will likely scan through the text first before reading in full.

**Inclusive recruitment tip:** Research has shown that the language we use can be gender-coded, which can make job adverts less appealing to certain groups. Consider using [the Kat Matfield Gender Decoder](#) to check whether your job description has the kind of subtle linguist gender-coding that has this discouraging effect.

**AI Tip:** Inclusive Language Checks: Tools like tone analysers (often powered by AI) can help ensure your job descriptions avoid exclusionary language, making them more appealing to a diverse candidate pool.

**Student insights:** *Students have told us they value relevant, curated roles – they are more likely to apply when they understand how a role might fit with their course, level, or sector.*

*Remember, the details of your opportunity can be kept brief and to the point, as further details can be added in a document or linked to your website.*

**Sustainability tip:** Think about what this person can do to support your company's overall commitment to sustainability and how you could embed some KPIs related to this.

**Student insights:** Students have told us they value relevant, curated roles – they are more likely to apply when they understand how a role might fit with their course, level, or sector.

## **HOW TO APPLY**

MAX 4000 CHARACTERS

Remember that some students and graduates may not have applied for full time employment before. Keep instructions short and to the point.



## JOB DESCRIPTION TEMPLATE

Provide details of how applications should be made e.g. CV and Covering letter to an email address, or a link to a website where applications can be submitted.

If you plan to shortlist candidates as applications are received, and may close the role early, consider including wording along the lines of: "Applications are reviewed and shortlisted on a rolling basis. We reserve the right to interview, appoint, and close applications for this role early based on the number of applications received. We therefore encourage you to apply at the earliest opportunity to avoid disappointment as once we have closed this opportunity, you will be unable to submit your application form."

Under the Equality Act 2010, positive action allows employers to encourage job applications from individuals with protected characteristics (such as race, disability, sex, sexual orientation, or age) if they are underrepresented or face disadvantages in the workplace. As long as the selection process remains fair and based on merit, you could consider including language along the lines of: "We welcome applications from candidates of all backgrounds and particularly encourage applications from [insert group], who are currently underrepresented in our organisation." Ensure you're also familiar with what you can't do under this legislation.

### CATEGORIES

Ensure you select the correct 'Opportunity type' and 'Occupation', as these will be filters that students and graduates use when searching.

You can select multiple 'Occupations' if the opportunity covers several sectors.

**Sustainability tip:** If your application process requires an application to be completed, aim for this to best completed digitally. You'll then be reducing printing and paper waste, as well as reducing GDPR risks associated with personal details.

**Sustainability tip:** Consider whether it's necessary for you to print off the applications you receive – explore other ways to review applications.