



Nottingham Trent  
University

# Guidelines for writing your adverts

**The way you write your advertisement plays a key role in attracting the best candidates. Competition among employers for student/graduates is hot, making it vital for you to sell your opportunity and company to potential applicants**

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# 5 easy simple tips for writing an effective job advertisement:

1. **Make an amazing first impression** – capture the attention of your ideal student/graduate with a concise Position Title
2. **Write search friendly content** - put yourself in the shoes of the student/graduate. What words would they search if they were looking for the job you're advertising? If you use terms that students/graduates would actually search for, you increase the chances of them being spotted
3. **It's all in the formatting** – keep your advertisement brief, clear and to the point. Use short one sentence paragraphs and bullet points
4. **What does your student/graduate want and need to know?** Your job advertisement should engage your student/graduate and lead them to contact you about the role, therefore, identify what is necessary to include. Unlike general recruitment websites, your audience is NTU students and recent graduates – take the opportunity to tailor your offer
5. **Cultivate interest** – Your company profile is what can pique the interest of your student/graduate, so be sure to promote transparency and trust. If you have/do any of the following, include your company history, vision, who your clients/ customer are, what your products/services are, your culture and values, social and sustainability and social commitments such as diversity and inclusion, net zero strategies, support to the local community and/or charities and mention any credible accreditations. These will all help build interest from students/graduates which align their values.



It is easy to upload a job advertisement on MyEmployability – all information can be entered on one screen. Here's how you can make the most of your job advertisement.....

[www.ntu.ac.uk](http://www.ntu.ac.uk)

# Position Title

- Capture the attention of your ideal student/graduate, be accurate in the title and use 'key words', e.g 'marketing' to ensure the role accurately reflects the student/graduate you are looking for
- Simplicity is the key – use terms that students/graduates will be familiar with so be accurate in the title - avoid jargon
- Remember, when conducting their search, students/graduates will use these keywords and if your job title doesn't fit, it could be harder for them to find your opportunity

# Application Closing Date & Contact Details

- Stick to a minimum of 2 weeks and maximum 6 months – less time for the application process creates an impetus for students to apply – if it is a short window, please get in contact so we can push out the vacancies for you.
- Contact info – you can choose whether you want to display your contact details but its good to offer this if students/graduates have any queries
- If your role is shortlisted on a rolling basis and you may appoint/close adverts early due to the number of applications, you may want to add the following:

*'Applications are reviewed and shortlisted on a rolling basis and we reserve the right to interview, appoint and close adverts early due to the volume of applications we receive.'*

*We therefore encourage you to apply at the earliest opportunity to avoid disappointment as once we have closed a vacancy you will be unable to submit your application form'.*



# General Details

- **No. of positions** - If you are advertising a student/graduate program, by confirming number of positions available you are opening the window to more applications as students/graduates are aware of the opportunities available to them
- **Commencement date** - Provide an expected commencement date if you can or a month rather than 'immediate start', 'asap' or 'TBC' as this will give the student/graduate an indication of timeframe, which can be crucial within an academic year
- **Remuneration** - It is common practice to include a salary (or salary bracket), whilst its not mandatory to include this, it is an effective way to ensure you attract the right student/graduate. Please try to avoid adding 'competitive'.
- **Website address** – By providing a website address you are giving the student/graduate an opportunity to gather more information about your business and contact you with any queries
- **Opportunity type and hours** - Please confirm opportunity type and hours as again this will attract the right student/graduate for your role
- **Location** - Be specific in relation to location of your opportunity, please state city for each including postcode and region. If +10 opportunities then please state 'Nationwide'. By using the right location, it gives your opportunity a better chance of appearing in the student/graduates job search



# Descriptive Details

- **Summary** – You have 300 characters to make the maximum impact and entice the student/graduate. Imagine you only have 10 seconds to convince a student/graduate to read about your opportunity – use its benefits as a hook to attract the type of person you are looking for. Write the summary uniquely, don't repeat a paragraph from the 'job details' section or from a link to your website....avoid repetition....this is your chance to sell your company to the student/graduate
- **Job Details** – again avoid repetition especially if you are attaching a job description or link to apply on line:
  - Provide a brief summary of your company and what it's like such as the culture and working environment
  - Describe the position comprehensively including its opportunities and responsibilities
  - Be specific about the position's benefits, including on-the-job and other training, opportunities for career progression, rewards and incentives.
  - Explain what you're looking for in applicants – qualifications, skills, experience, working hours, personality characteristics – without being too generic
  - Specify what makes your opportunity or student/graduate program unique – remember your opportunity is likely to be compared to others
  - Keep the details informative yet concise, remembering student/graduates will see your opportunity on screen, most likely initially scanning through the text rather than reading each word
  - You may also want to use the Gender Bias Decoder to analyse your opportunity to help you understand the hidden implications of the language used. A link to the Kat Matfield's Gender Decoder can be found [here](#)

## Tips to present your opportunity attractively on screen:

- Use short paragraphs
- Present information in bullet point lists
- Attachments- If you have a comprehensive job description or fuller information add an attachment



# Application Procedures & Categories

- Make it easy to understand how to apply:
  - Keep the instructions simple, remembering student/graduates may not have applied for full-time employment before
  - Explain exactly what an application should include if you need an example of a CV, example of the student/graduate's portfolio and a cover letter make sure you make it clear here. If you need to direct them to an online application form include the working add the hyperlink here
  - Detailed information can be included as an attachment viewed with your opportunity
  - Ensure you select the correct opportunity type and occupation for your role as these will be keywords students/graduates will use when doing their search



# Points to Remember

- Your hiring process starts with your job advert
- Taking the time to perfect your job advert from the start can be hugely beneficial, saving money and resources
- Remember by adding a link to your website for this role, your vacancy on MyEmployability can be kept brief and to the point as further information will be available on your website. Try not to duplicate the details of the role
- **Sandwich placements** are a minimum of 36-week placements, taken between the second and final year of study, supported by the University through visits and monitoring. If you want to advertise a placement, we can do that separately on InPlace - our bespoke placement management system, click [here](#) to get in touch
- The Employability Team are happy to assist if you need support in writing your adverts or how best we can work with you to promote your roles. You can also get access to our free [toolkits](#) for helpful advice and guidance when recruiting NTU students and graduates. Click [here](#) to get in touch

By following these simple guidelines and including only the relevant information, students/graduates can quickly decide if they are interested in the role and see if they have the required skills for the job



This will help ensure that only the best candidates apply for your role!