



Job Advert Template

Job Title

Make sure this is short and relevant to the external market, research similar roles if you are unsure.

Example: Regional Sales Manager

Avoid long and wordy titles such as: New Business Manager based in London (50K OTE).

Key information

Include location, contract type, contract length and salary

Opening paragraph

Focus on the role and your organisation. As this is one of the first things potential applicants will read it needs to sell the role as much as possible to encourage them to read further.

Example:

Due to expansion, an exciting position has become available for a Regional Sales Manager to join our friendly team based in London. The successful Regional Sales Manager will earn £25,000 - £35,000, in addition to uncapped commission and 25 days holiday. If you have experience selling software solutions and leading a team of sales executives, then this is a perfect opportunity to grow your career.

Job post requirements

This area details what experience and skills the successful applicant will need to have to be able to perform well in the job post. Ensure that you highlight what is essential and what is desirable.

Example:

Experience selling software to large businesses (Essential)

Experience selling Customer Database Software (Desirable)

Role responsibilities

This looks at what the successful candidate will be doing if they get the job role.

Example:

Managing the sales processes from start to finish.

Your Organisation + Benefits

This is about who your organisation is, what it stands for and why people enjoy working for it. Note any achievements your organisation has won, its size, locations and the benefits of working there.

Example:

We are an award-winning accounting software provider in the UK with over 100 employees across two locations; London and Manchester. We believe that hard works pays off and always invest in our staff, becoming a gold investor in people 2018.

Recruitment process

Include the closing date for the advert, the interview dates and the expected start date if you have it. Explain the recruitment process; how many interview stages there will be, what assessments will be required and what background screening will take place.

This information will help candidates plan their time accordingly, so it is important that your process follows these key dates.

Call to action

Explain how the candidates should apply and with what documents. A clearer process for applying will encourage more people to begin the application process.

Example:

To apply for the Regional Sales Manager based in London, please send a copy of your CV and a short cover letter by using the apply button provided on this page. We will aim to get back to you within 2-5 working days. Thank you for your application.