

CAREERS

Effective Ads Market Company and Job

BY AMY R. RAMOS

SPECIAL TO THE DAILY SOUND

Our previous two columns contained tips for job seekers on writing resumes and cover letters. As a hiring manager, if you want job candidates to put time and effort into contacting you, make sure the employment ads you've placed are also well-written. Ads are often prepared in a scramble to meet publishing deadlines and quickly fill vacant positions. But an employment ad is an important marketing tool for your organization, and you should resist the temptation to rush it off without giving it adequate thought. When your marketing team advertises your company's products and services, they tell customers what sets the company apart. Employment advertising should do the same.

Your ad should get potential applicants excited about the job and about your company; too many ads omit any information about the company, which can turn off job seekers. If your pay and benefits are exceptional, you can emphasize those aspects, but remember that most workers are looking for more than a paycheck. They may be interested in a job because it provides an opportunity to work with innovative technology, learn a new skill, or serve the community. In terms of the workplace, current employees can tell you what they appreciate most: training programs, a great location, company mission aligned with personal values, positive work/life balance.

Of course, an effective ad should also list the qualifications, experience, and characteristics you're looking for, and the requirements you list should be job-related. If you say a bachelor's degree is required for a job that could be done by a high school graduate, you may lose strong candidates and place your company at risk for discrimination claims. Avoid references to characteristics such as the age, race, gender, or national origin of candidates, as these are rarely considered legal. It's acceptable to advertise that you want candidates who can program in HTML or speak Spanish fluently, but don't say "seeking young programmers" or "Hispanics preferred." Emphasize the necessary requirements, and communicate flexibility about desirable qualifications.

Tailor your ad campaign to your target applicant pool. You may want to use print, broadcast, or electronic media — or recruit face-to-face at conferences or job fairs. Regardless of the medium, your advertising should look professional and attractive. Written ads should contain complete sentences and be free of typos; broadcast ads should have high production values. Use your employment ads to tout your organization and attract strong candidates.

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