OVER 1000 VACANCIES ARE ADVERTISED ON CAREERS CONNECT AT ANY GIVEN TIME. WHAT MAKES A GREAT ADVERT?

**AN ACCURATE JOB TITLE**
- Catch attention with an attractive title.
- Make sure the title makes sense to people outside your organisation.

**A CLEAR AND CONCISE JOB DESCRIPTION**
- You do not have to include a complete job description in your advert but include the highlights.
- Use the first few lines to grab the reader’s attention.
- Punctuation determines how the advert is displayed to students in job alert emails, so make sure you proof-read.

**A REALISTIC PERSON SPECIFICATION**
- Be clear about who you are targeting.
- Describe the skills, attributes and qualifications your ideal candidate will hold.
- Choose your words and tone carefully.

**LOCATION DETAILS**
- Sell the location of the opportunity rather than stating where the company is based.
- Information about the surrounding area can be helpful, i.e., nearby cities and transportation links.

**SALARY AND REWARDS**
- Promote the benefits and perks of working for your company. What makes this role and your company stand out from the rest?
- Students are more likely to apply if you state the salary rather than write “competitive.”

**CLEAR APPLICATION INSTRUCTIONS**
- Provide resources for more information.
- Make it clear where and how to submit their application.
- Make sure your links are working properly and email addresses are correctly typed.