



Recruitment Marketing

10 Best Job Advertisement Examples

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Looking for the best job advertisement examples? From cool video ads to engaging challenges and ads coming straight from current employees, we've compiled a list of the most interesting job ads that did a great job standing out.

See how some of the most famous companies did it and learn how you can create ads like that as well and promote it to drive applications left and right.

How to create a great job ad

Before we get into the examples of (great) job advertisements, let's see first what makes a great job ad. Take a look at this job ad for a Financial Data Analyst at **KPMG Bulgaria**:

Financial Data Analyst

Anywhere, Bulgaria (remote)

[Apply for this job](#)

Job title

Job location

Financial Data Analysts

Ref.Nr FDA03235

If you are a **pre-graduate** looking for a job with **flexible working hours, working from home anywhere in Bulgaria**, then our Early Career Program is meant for you! We are Open for Talent. Open for You. Use your time wisely and kick off your career with **KPMG Audit Support Center!**

Role description

WHAT WILL YOU DO

Our Audit Support Center provides essential support to the Audit function.

- You will perform data processing and analysis of data used for the financial audit of clients of KPMG
- You will assist in performing audit reconciliations
- You will take part in the performance of analytical procedures and tests of details
- You will work closely with experienced audit professionals willing to share their knowledge with you

Your working hours will allow you to successfully combine your professional development with continuing university education. We'll invest in you. We'll grow together.

A brief engaging intro

Job Requirements

WHAT WE OFFER

- Comprehensive remuneration: Motivating financial package and regular bonuses
- Wellbeing: Additional social benefits such as health insurance, food vouchers, subscription to sport centers, extra days of holidays for specific occasions and other
- Support and development: We will ensure you have the right training, tools and development plan to grow and improve your skills every day.
- Pre-graduate community: As part of our team, you'll be with like-minded people, so you can expect plenty of social activities. You will be able to use your creativity to deal successfully with challenges and find new friends to share memories with.
- Continuing development: In case you are willing, you will have the opportunity to join the audit team after graduation through an accelerated path.

Compensation, Perks and Benefits

ABOUT YOU

- You are in any of your university years of study in the area of Economics, Accounting or Finance
- You are good with figures
- You enjoy developing your Excel skills
- Your English language knowledge is at a very good working level
- You want to be productive in your spare time, while studying, and still earn knowledge (and money 😊).
- You would like to explore career prospects in Audit in the future

Employer branding

Learn for a lifetime! Watch the interview with our colleagues about their experience at KPMG Audit Support Center!





We act lawfully, ethically and in the public interest.

Your application package will be treated with strict confidentiality. Only shortlisted applicants will be contacted.

Some of the information that you provide upon submission of your application is personal data and is covered by the special protection regime under the General Data Protection Regulation (EU 2016/679). KPMG may process your personal data for the purpose of search and selection of suitable candidates for the position as set out above. Your personal data will be stored during the recruitment campaign and afterwards upon your explicit consent or as required by the applicable law. Additional information about the personal data we process in recruitment campaigns, legal reasons and purposes for processing, your rights and other useful information can be found in our Privacy Statement for job applicants. Please read it carefully before submitting your application.

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Similar Jobs

Senior Financial Data Analyst

Anywhere, Bulgaria (remote)



Assistant Auditor

Sofia/Varna, Bulgaria



Junior Tax Analyst

Sofia/Varna, Bulgaria



Internal Audit Senior Consultant

Sofia, Bulgaria



- Job title:** A clear and accurate job title is displayed prominently at the top of the job advert. It immediately informs potential candidates about the nature of the job which helps attract the right applicants who are qualified or interested in that particular role. In some roles, defining the seniority of the position is also crucial to attract qualified candidates – for example, the title "Senior Software Engineer" is likely to attract applicants with significant experience in software development.
- Job location:** Clearly state the location of the job and whether the position is remote, hybrid, or requires physical presence in an office. This information is crucial for candidates considering relocation or those who prefer remote work. The location of this job at KPMG is remote which they presented in a witty way just below the title – "Anywhere, Bulgaria"
- A brief but engaging introduction:** KPMG started the job ad off with a brief intro giving a general overview of the candidates this role might be suited for but in a way that focuses on the benefits of the job – "flexible working hours", "working from home anywhere in Bulgaria" and making this opportunity all about them – "...Open for You."



- **Role description :** Notice how KPMG named this section “What will you do”, putting the importance of the candidate first and emphasizing the experience and knowledge they might gain with the job. A common practice we see here is companies naming this section “Your responsibilities” (or something along the lines of that) and just listing every little task, putting unnecessary “burden” on the candidates before even applying and making the role all about the company. The goal here is to provide a sneak peek into the role and what the candidate might expect. Make it clear and concise but also point out the highlights of the job and don’t just list every task that comes with the position.
- **Compensation, Perks and Benefits:** Transparency about compensation and benefits helps manage expectations and attracts candidates who are genuinely interested. This might also include some perks and incentives like career development opportunities, wellness programs, etc. While this ad doesn’t show the exact salary range, it does give a hint in the right direction with “Motivating financial package and regular bonuses”. Furthermore, it strongly emphasizes support, training and development opportunities and well-being incentives.
- **Job Requirements :** List the essential skills, experience, and educational qualifications needed for the job. Be specific to ensure you attract candidates who are capable and qualified.
KPMG presented this in an “About You” section defining the ideal person for the job in a nice and friendly way.
- **Showcase your Employer Brand :** Give candidates a sense of your company’s culture and values. This can include your approach to work-life balance, community involvement, or any initiatives related to diversity and inclusion. This advertisement provides a video in which potential applicants can hear about first-hand experience from existing employees – showing the benefits and opportunities that KPMG provides and how they balance work there with other obligations, what KPMG means to them and how they feel about and fit in the company culture. Also, KPMG gives glimpses of their culture throughout the ad like mentioning the social activities, nurturing the culture of learning and pointing out their involvement in environmental and social initiatives.

Need more help? Check out our Ultimate Guide to Writing a Job Posting That Attracts Candidates !



attract as many qualified candidates as possible, with as few resources as possible. And KPMG did a great job there too, publishing this on dozens of channels in a few clicks and receiving hundreds of candidates.

But we'll get to that later. For now, let's move on to the next section and take a look at the 10 best job advertisement examples to inspire your next hiring process.

10 job advertisement examples

Here are the top 10 examples of the best job ads ever. Enjoy!

Example #1: Job ad that attracts developers

The first one on our list is this ad for an 'Amazing Platform Software Engineer' at HireVue.



You will find a friend here and like we said bring your friends too.

Our Hiring Process:

1. You find or get sent this job ad.
2. You read the ad.
3. It piques your interest and/or makes you want to disprove our claims.
4. You tell us you are interested (apply, email, shout, call).
5. We send you a link to use our awesome software and tell us more about yourself (includes coding).
6. You come meet the team and verify all the truths (and more) written here.
7. You tell everyone how amazing your life has become.
8. Your friends come on over and you earn a sweet referral bonus – for each one!

Advice:

Don't ignore this opportunity. Again, of course you are happy. But shouldn't you always be happier? Come in and check it out. Worst-case scenario – You find out all the things we say are true (which you will) and you are a perfect fit and then you don't take our offer. Don't be scared of change. Don't worry about your current employer, sometimes you have to move on and we encourage it too. We have amazing alumni at LinkedIn, Google, Amazon and more. By the way – they still love HireVue!

One more thing:

Don't Dress Up! Don't update your resume! Don't study up on Algorithms and Brain teasers!

P.S. – Share this! Don't be afraid of friends or co-workers stealing this job. If you are amazing and smart we will find a place for you. Like I said in the beginning, we are growing our team with multiple openings!



Why we like it:

Let's start with the job ad title – Amazing Platform Software Engineer. What a way to make a candidate feel special before (s)he even reads the job ad!

also love that this job ad starts with HireVue's employee value proposition. They open the job ad by stating everything they offer to a candidate, including an amazing



They use their **employee value proposition** as a magnet to attract candidates' attention and get them to read the ad. Once they grab the candidates' attention, they follow with a strong **pitch**:

"If you are an Amazing Software Engineer who wants to make great money working at an amazing company then keep reading!"

By now I want to work at HireVue too, and I'm not even a Software Engineer (much less an amazing one). The best thing is, this job ad just keeps getting **better**!

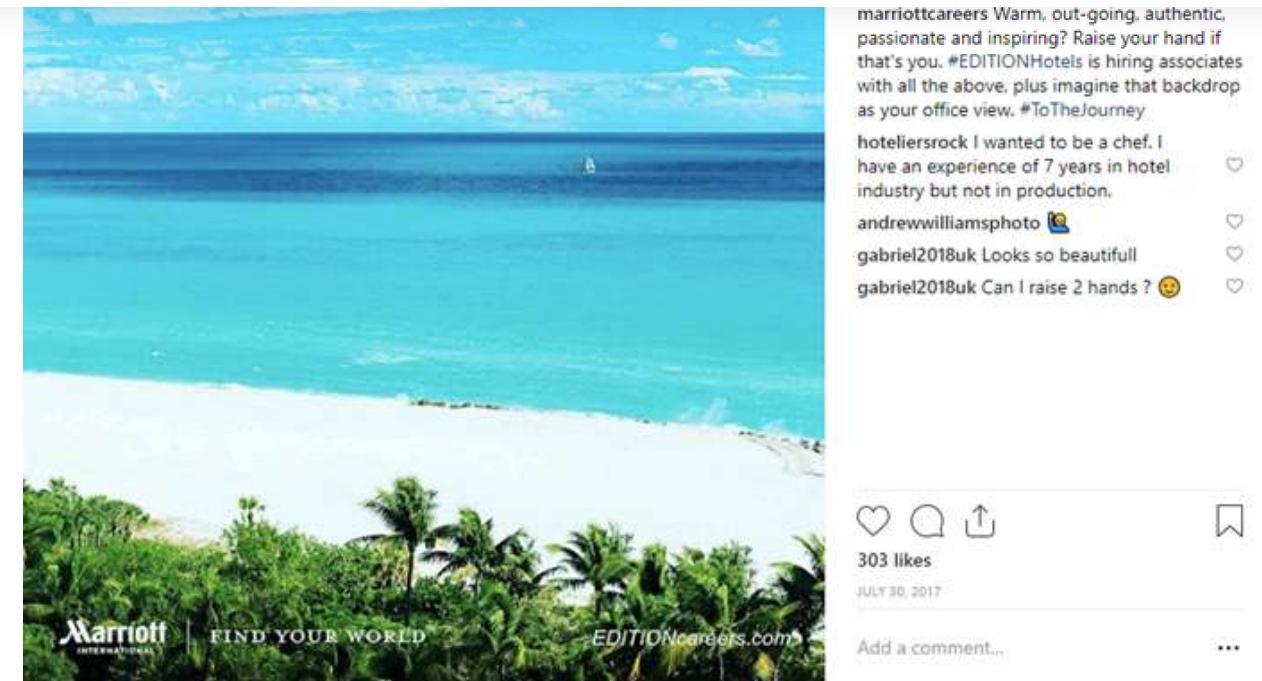
We especially love their **emphasis on people and diversity** and the explanation of their hiring process. Not to mention the cool photo at the end of the ad.

Ideas to steal:

- Treat your candidates like they are **amazing** (because they are!)
- Lead with what you offer (**your employee value proposition**), not what you need (**job requirements**)
- Describe the **steps** of your hiring process
- Highlight how much you value **diversity** and encourage candidates to be themselves
- Include a great, real-life **photo** of your current employees having fun in our office.

Example #2: Job ad that highlights perks

Our next example is this short and **simple**, yet highly **effective** Instagram job ad by Marriott.



Why we like it:

This job ad starts by calling out its **perfect candidate** – warm, outgoing, authentic, passionate, and inspiring.

Then it **casually** mentions the job opportunity and focuses on the **unique perks and benefits** this company offers.

The best part? This job ad **shows off** their perks and doesn't just tell candidates about them.

Ideas to steal:

- Post your job ad on **social media**
- Use an **attractive photo**
- Flaunt the **perks and benefits** your company offers!

Example #3: Best place to work job ad

Hubspot announced on Instagram that they won the "**Best Place to Work**" award.



Why we like it:

Along with the “Best Workplace” announcement they included a **call to action** in that same post and invited interested candidates to apply for their open job positions and become a part of their amazing company culture. It is a clever way of turning your own company’s awards into opportunities for candidates. Brilliant!

Ideas to steal:

- Don’t be shy! Flaunt all the “best place to work” awards your company received.
- Even if you haven’t received any rewards, **show off your company culture** in your job ad. Tell your candidates why your company is a great place to work!

Example #4: Humorous job ad

Take a look at this Bartender job ad at Dallas Restaurant & Bar:

WON MOH BEFAW AH GO OME."

IF YOU'RE AN EXPERIENCED BARTENDER
AND YOU CAN DECIPHER THIS BABBLE,
WE'D LIKE TO HEAR FROM YOU.

Walk-in interviews from Monday 20th to Wednesday 22nd April
from 2pm till 5pm at Dallas Restaurant & Bar, 31 Boat Quay,
Singapore. Singaporean and PR only. Applicants may also apply
via email at admin@dallas.sg or call 6532 2131.
(Those lacking a great sense of humour need not apply).

www.dallas.sg



Why we like it:

We love this job ad because it perfectly **targets its ideal candidates** – experienced bartenders. It uses professional **insight** and a joke to attract their **attention** and make them **laugh**.

We also like how this job ad offers interested candidates a few **different options to apply** – they can come to a walk-in interview, or apply via email or telephone.

Ideas to steal:

- Don't be afraid to use **humor** in your job ad
- Make it easy for your candidates to apply.

Example #5: Job ad with an infographic

Next up is the job ad for a Talent Acquisition Manager at IBM.

Talent Acquisition Manager Location Krakow, PL

CULTURE

INNOVATION

BE REMARKABLE

What are we looking for?

- ① Significant recruiting experience with a proven track record in delivery
- The ability to consult with our clients, advising on better processes/systems
- Exposure to P&L Ownership, Change Management and Service Improvement
- Experience managing people, and a deep understanding of the RPO and Consulting environment
- A passion for building and motivating world class, high-performing teams

Apply now....

t&e talent & engagement

Why we like it:

We love how IBM transformed their ordinary, boring textual job ad into a stunning online infographic.

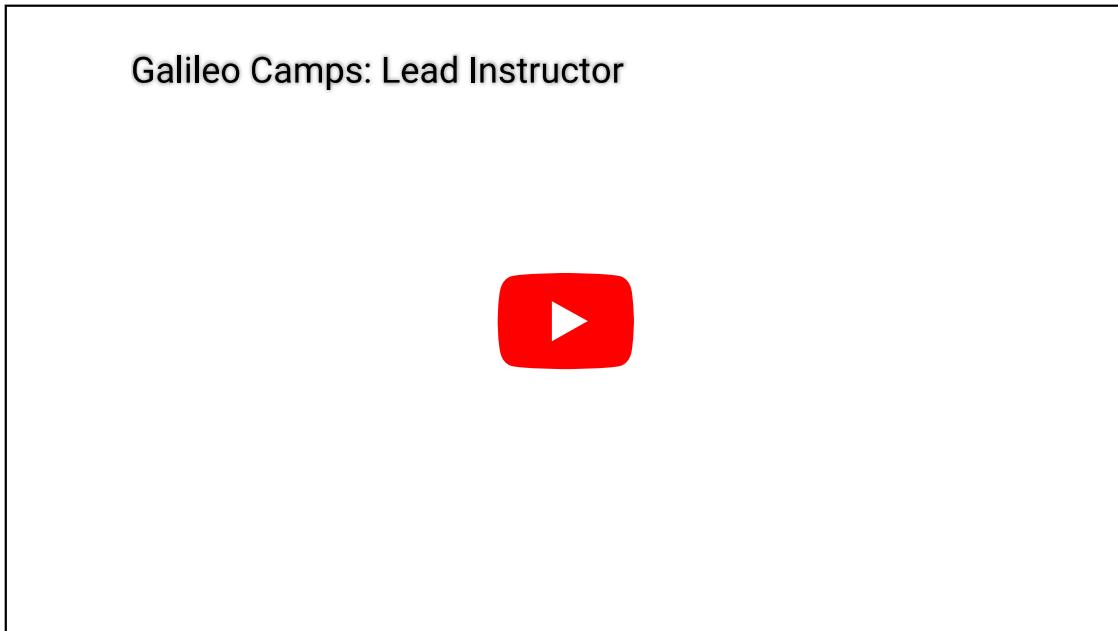
This visual job ad engages and informs its target audience in just a single glance, allowing applicants to more quickly and easily gauge whether they would be a good fit for a position.



- Go visual. Turn your boring text job ad into a stunning infographic.

Example #6: Video job ad

Here we have a video job advertisement for a lead instructor at **Galileo Camps**.



Why we like it:

This video job ad for a lead instructor at a children's camp explains why this role is crucial and amazing.

It also describes the **ideal candidate** and shows a typical day at the job.

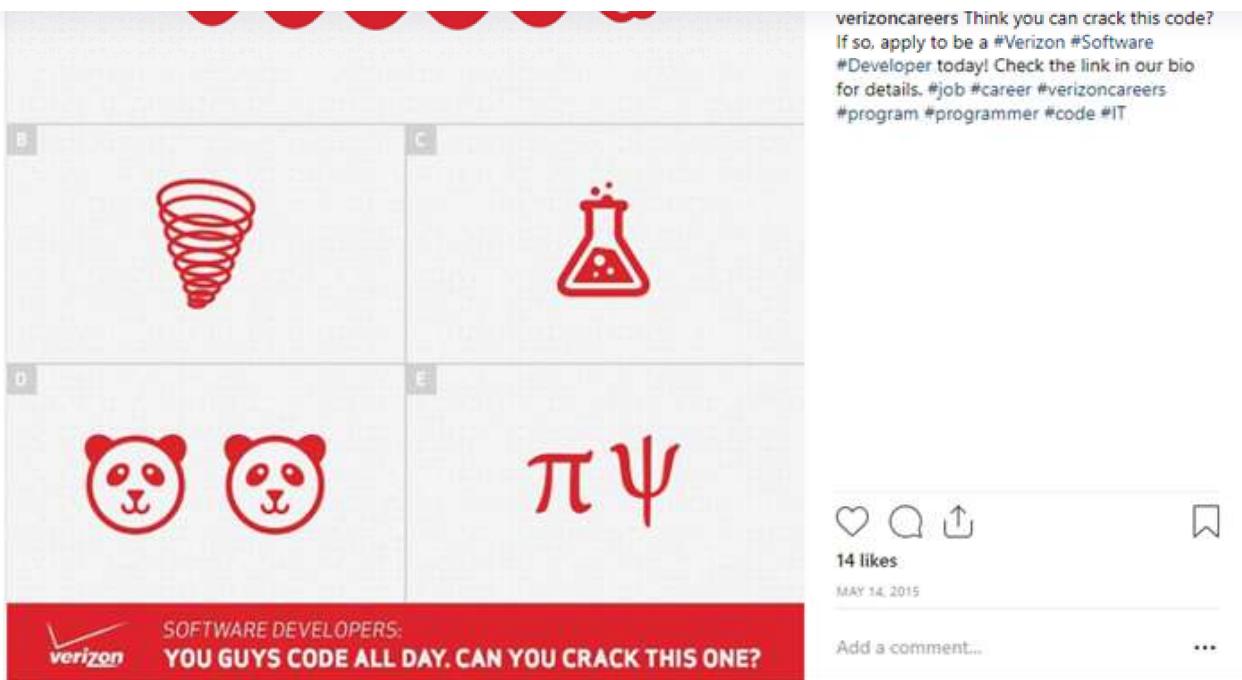
All that in a less than **2-minute** eye candy video. What's not to love?:)

The idea to steal:

- Turn your job description into a **video!** Show, don't tell.

Example #7: Coded job ad

Like games? Check out his ad for a software developer at **Verizon**:



Why we like it:

We love this **coded** Instagram job ad by Verizon. They used a graphic to pose a **challenge** to their target audience playfully and daringly.

What a great way to **engage** their target audience!

The idea to steal:

- Think of the ways you can **gamify** your job ad. How can you turn it into a **contest** or a **game**?

Example #8: Team photo job ad

Grizzly's Wood-Fired Grill shared an interesting job ad for a dishwasher. Check it out:



grizzlysgrill we are looking for a fun new hard-working dishwasher to join this crazy team of ours! #stafflove #werehiring #joinus #reataurantlife

Why we like it:

Sharing pictures of your employees having fun at work on social media is always a great way to engage reactions among potential candidates!

It looks like the staff at **Grizzly's** are having so much fun!

Ideas to steal:

- Include a **behind-the-scenes photo** of your current employees in your job ad.
- Show your candidates their potential **coworkers** and give them a glimpse into your **workplace!**

Example #9: Employee testimonial job ad

This ad for a Finance and accounting role shows that any job can be fun at **Disney**. Take a look:



Why we like it:

We love how this job ad **doesn't** look like a job ad at all!

Disney regularly shares photos and quotes or videos of their employees talking about their role, its challenges, and wins.

Disney shares its employees' **testimonials** and simply adds a call to action in the form of an **invitation to apply**.

So simple, yet so effective. Learn from Disney about **storytelling!**

Ideas to steal:

- **Get personal:** Use a photo and a quote from your current employees in your job ad
- Let your current employees **tell a story** about your company and the role you are looking to fill!

Example #10: Inside the box job ad

Our last but maybe even the most interesting job ad example comes from IKEA. Check out:



Why we like it:

We love how IKEA connected their product with their job ads!

IKEA used its **flat-pack furniture box** as a direct marketing channel when attempting to recruit staff.

They created a job ad called “**Assemble your future**” in the same style as its typical **flatpack assembly instructions** and inserted it into their furniture boxes. Isn’t that **brilliant**?

Ideas to steal:

- **Think outside the box** – even if it means putting your job ad inside the box
- Don’t forget about **offline** ways to share your job ads!

How to promote job ads and drive more applications?

Let’s say you’ve created a great job ad, just like any one of the examples above, making sure it contains all the necessary elements to attract candidates to apply. Now it’s time to promote it and drive as many applications as possible. How do you do that? Here are a few ways:

↳ boards



platforms across the web ranging from general to industry-specific. The great thing about them is that you can target specific industries and job seekers' experience levels, skills and locations.

However, if you are hiring in high volume in multiple locations, finding and keeping track of all the job boards you need to use could be difficult. But there is a way you could post to all of them in just one click.

Here's how I'd do it if I was a hotel chain hiring housekeepers in several different countries:

The screenshot shows the TalentLyft software interface. At the top, there are navigation tabs: Track, Engage, Source, Convert, and Analytics. Below these are search and filter fields, including a dropdown for 'Housekeeper' and a checkbox for 'PUBLISHED'. There are also icons for notifications, calendar, and sharing. The main content area is titled 'Advertising' and contains the following sections:

- Recommended channels:** Use our suggested channels to advertise your job in order to optimise your spending. (Icon: People with a bar chart)
- Premium job boards:** Get access to qualified candidates and a market advantage in finding experienced professionals. (Icon: Stars and a dollar sign)
- Paid social networks:** Reach thousands of passive candidates with specific skills and experience. (Icon: A person with a dollar sign)
- My job board contracts:** Use your own contracts with your job boards to get the best deals you have negotiated. (Icon: A document with a red seal)
- Free job boards:** TalentLyft will automatically publish your jobs to free job boards to reach a large pool of job seekers. (Icon: A stack of documents)
- Social share:** Increase your chances of finding qualified candidates faster by sharing your job on social networks. (Icon: Share arrows)

Below these sections, there are buttons for 'Check out the recommended channels', 'Activate automatically', and 'Share on social networks'.

After I had created a housekeeper position in TalentLyft, the next step would be to advertise it. The Premium job boards database contains over 2500 job boards I can choose from. Of course, I won't scroll through all of those. What I will do here is filter only those relevant to the Hospitality industry in the United States to narrow down my choice:



	Find a Job in Hospitality Premium job board Find a Job in Hospitality is a job board in the United States dedicated to finding professionals in Hospitality. This product cont... United States Hospitality http://findajobinhospitality.com/	\$279 30 days	Add to campaign
	Hospitality Network Premium job board Recruitology. Distribute your job to the most robust network of hospitality recruitment sites available to employers today. The... United States Hospitality https://www.recruitology.com/	\$149 30 days	Add to campaign
	HospitalityJobsite.com (Powered by Nexxt) Premium job board HospitalityJobsite.com is one of 17 career focused niche sites powered by nexxt.com. Promoting your jobs through Nexxt me... United States Hospitality http://www.HospitalityJobsite.com	\$199 30 days	Add to campaign
	Jobrapido Premium job board EXPIRED / CLOSED Connect with job-seekers globally using JobRapido, an international job aggregator providing a one-stop platform for emplo... Netherlands Hospitality http://jobrapido.com		
	Lensa - Hospitality/Travel Premium job board Lensa Hospitality/Travel is your best choice to reach hospitality and travel professionals in the United States. Your job will get ... United States Travel and Tourism https://lensa.com/	\$249 30 days	Add to campaign



I'm going to pick **LENSA** and **Find a Job in Hospitality** as my go-to job boards. Click '**Add to campaign**' and '**Publish**'. That's it. I published my job to two job boards in a matter of seconds.

Launch your first job to multiple job boards in a click

Create your job and choose from over 2500 job boards and platforms to advertise it on, in a couple of clicks. Try it for free, no credit card required!

Post my job

Build your employer brand

Employer branding is about showcasing your company as a desirable place to work, beyond just the specifics of the job role. It involves building and leveraging your company's reputation and the values it stands for to attract top talent.

Social media platforms are powerful tools for building your brand. Develop content that resonates with your target audience. This could include videos about life at the company, employee success stories, and insights into exciting projects. Content that highlights innovation, career growth opportunities, and the impact of the work can attract candidates who are looking for meaningful and fulfilling careers.

It is also great for sharing your job vacancies with engaging captions and call-to-actions. Take a look at this great example by Steven Bartlett.



In this ad, he invites people to send open applications over to him with their own idea of a job they would like to do at one of his companies and how they could contribute. What a clever way of attracting top talent!

Of course, Steven is a world-famous businessman with nearly 2 million followers on LinkedIn, so many top-quality candidates would stand in line to be hired by him, but that doesn't mean you can't model this strategy in one of your own ads. If you, your CEO, or anyone at your company has a significant social media presence, taking this approach might just be the go-to strategy for filling that hard-to-fill role.

Learn more: How to Promote Your Employer Brand on Social Media

Optimize your career pages

A careers page is another great channel for promoting your jobs and building your brand. It's a space where you can control the narrative, highlight company culture and benefits and showcase your employer brand. The careers page is often the first touchpoint between your company and potential candidates, so it's important to do it right. Here are a few tips:

- **User-friendly design:** Ensure your careers page is easy to navigate, visually appealing, and mobile-friendly. A clean, intuitive design helps candidates find the information they need quickly and apply without hassle.
- **Showcase company culture:** Use videos, images, and employee testimonials to give a glimpse into your company culture. Highlight what makes your company a great place to work, including core values, mission, and any unique office traditions or community involvement.
- **Clear job descriptions:** Provide detailed and clear job descriptions that accurately reflect the roles and responsibilities. Include information on required qualifications, skills, and any benefits or perks associated with the position.
- **Search Engine Optimization (SEO):** Optimize your careers page for search engines by using relevant keywords in job titles and descriptions. This can help your openings appear in search results when candidates look for specific job roles or industry opportunities.



Consider offering the option to apply with LinkedIn or resume parsing technology to autofill application fields.

Take a look at how KPMG did a good job with their careers page:

The screenshot shows the KPMG Careers homepage. At the top, there's a large blue-to-purple gradient banner with the text "Welcome to KPMG Careers" and "Apply and start the journey". Below this, the main content area has a dark blue header with the KPMG logo. The main heading "Our open positions" is in white, followed by a sub-heading "Choose a profession" in a smaller white font. There are three search/filter input fields: "Search by job title or location", "Choose department", and "Choose location". Below these, a job listing for "Assistant Auditor" in "Sofia/Varna, Bulgaria" is shown, with a "View" button. Another job listing for "Business Applications Support Specialist" is partially visible below it. The section "Our benefits" is titled in large blue text, with a sub-section "How KPMG will support you in your professional and personal life" in teal. Three circular icons represent benefits: a hand holding a heart for "Food vouchers", a smiling face for "Feel included, be diverse", and a camera with a clock for "Flexible working times". Descriptions for each benefit follow the icons.

Welcome to KPMG Careers
Apply and start the journey

Our open positions
Choose a profession

Search by job title or location Choose department Choose location

Assistant Auditor
Sofia/Varna, Bulgaria

Business Applications Support Specialist

Our benefits

How KPMG will support you in your professional and personal life

Food vouchers

For different providers

Feel included, be diverse

'Together' and 'For Better' are only two of our values

Flexible working times

Glide time or fewer hours



Online application

Check our open career opportunities and submit your online application with a CV and cover letter.

Assessment

We will be assessing your technical, analytical and language skills remotely.

Interviews

You will meet with HR professionals, Managers and Partners, responsible for talent acquisition. This is an opportunity for you to get to know us and our office.

Offer

If you receive an offer from KPMG, then many congratulations: your professional journey with KPMG is about to start. We look forward to having you onboard!

Talent Team



Dilyana Valkova

Associate Manager 1



Silviya Vladimirova

Senior Executive 2



Dilyana Stefanova

Senior Executive 2



Leonora Ninova

Executive

Along with a sleek and intuitive design, KPMG's careers page features all the important information a job seeker might be interested in. The jobs and benefits are displayed prominently and the hiring timeline lets the candidates know what they can expect from the process. Along with the features and visual elements, the site is fully SEO-optimized – if you search ' senior financial data analyst ' on Google, the position at KPMG comes up within the first few results.

Luckily, building a great fully branded careers page with all these elements in mind nowadays doesn't require much effort or any coding. In fact, you can do it in a couple of hours.

KPMG Bulgaria built their entire careers page in a day using TalentLyft's drag-and-drop careers page builder. You can start building yours too for free!



Create a beautiful careers page with TalentLyft that speaks your values and starts attracting candidates right away. You can do it in minutes with a simple drag-and-drop system, without any coding required. Try it for free and see for yourself!

Create a beautiful careers page

Use paid ads

Advertising on the most popular platforms is a great way to extend your reach and target the exact candidates that match your job criteria. You can set your criteria manually on each platform individually to adjust your job ads to target specific groups of job seekers. For example, the process of creating an ad on Facebook looks something like this:

The screenshot shows the TalentLyft advertising interface. On the left, the 'Ad creative' section allows users to choose between 'Automatic' (Facebook selects the goal) or 'Change' (user specifies goal). The 'Description' field contains the text: 'Talent Acquisition Platform enables you to attract and nurture the right people who fit your organization so you can hire faster and more cost-effectively.' Below this is a media section where a preview of the ad is shown. The preview features a red background with white text: 'The world's most complete Talent Acquisition software'. It includes a 'Select Media' button and a 'Sign Up' button. Below the preview are social sharing icons for Like, Comment, and Share. A small note at the bottom right says 'Example 1 of 2'. On the right side of the dashboard, there are sections for 'Estimated daily results' (Accounts: 3.7K-10.8K, Link Clicks: 96-277), 'Payment summary' (Total budget: \$35.00 USD, Total amount: \$35.00 USD), and a note about using data to assess ad account eligibility.

Alternatively, if you don't know or simply don't want to do that manually (I know I wouldn't), I can show you a cool way to advertise your job(s) on any social network in significantly less time. Here's how I would advertise that same Housekeeper position across my socials:

In the paid social networks section in TalentLyft's advertising dashboard, I have the option to post my job across all the most popular social media platforms.



	LinkedIn Paid ads on social networks LinkedIn is a social online network for professionals. This product consists of a job posting on LinkedIn, that is added to your c... 📍 International · ⓘ https://www.linkedin.com	\$579 28 days	Add to campaign
	Reddit Paid ads on social networks Reddit is a network of communities based on people's interests. By using a Sponsored Job Ad, we ensure that your ads are sh... 📍 International · ⓘ Generic · ⓘ https://www.reddit.com/	\$139 60 days	Add to campaign
	Social Media Paid ads on social networks Facebook & Instagram are two of the largest social networks in the world with the ability to advertise vacancies. This product... ⓘ http://www.facebook.com	\$499 20 days	Add to campaign
	Social Media Paid ads on social networks Facebook & Instagram are two of the largest social networks in the world with the ability to advertise vacancies. This product... ⓘ http://www.facebook.com	\$969 30 days	Add to campaign
	Social Media Paid ads on social networks Facebook & Instagram are two of the largest social networks in the world with the ability to advertise vacancies. This product ... ⓘ http://vono.com	\$1649 30 days	Add to campaign

I'm going to pick **Facebook** and **Instagram** as my go-to platforms for advertising this job. I also have the option to post on each platform separately, but this bundle option for 499\$ for 20 days on both platforms seems like a good deal. The social campaigns are already set up, so all I need to do is add the platforms I want to campaign and click on '**Pay & Publish**'. That's it. My ads are now live!

Learn more: Recruitment Advertising: The Ultimate Guide for 2024

Networking and Employee Referrals

Leveraging your personal networks and current employees can be an effective way to promote your jobs. Use your own industry contacts or followers on professional platforms like LinkedIn to share jobs with and encourage employees within your company to refer someone from their own network or promote a job internally to them.

The screenshot shows the TalentLyft software interface for managing job advertisements. At the top, there are tabs for Track, Engage, Source, Convert, and Analytics. A search bar says "Search for candidates". Below the tabs, a dropdown shows "Back-end Developer" and a checkbox for "PUBLISHED". There are four tabs at the bottom: Job details, Application form, Evaluation plan, and Get candidates (which is underlined). Under "Internal resources", it says "Use your own employees to help you find qualified candidates". Two options are shown: "Employee referral" (with a diagram of a hierarchy) and "Internal mobility" (with a diagram of a network). Both options have a "Set up" button.

our company has a lot of employees, using software to track all referrals and internal hires can be beneficial so you don't get lost in the sheets.



Let's say I am hiring a hotel manager for one of my hotels and I want to encourage my current employees to refer someone they know.

I picked out the employees I want to ask a referral from and I just sent it to them. Each one of my employees then receives an email with a unique link they can send to anyone they want.

If someone applies via their link, I get a notification for the candidate who applied and who referred them and the candidate profile is created.



any user. They make referrals just by sharing the link directly from their email.

Summary

In today's talent market, standing out requires a blend of creativity and strategic advertising. This article highlighted how companies like KPMG Bulgaria excel in job advertising by combining engaging content with smart promotion tactics to attract the right candidates. A successful job ad is clear, resonates with potential candidates' values, and is widely promoted across various channels, including job boards, social media, and through employer branding efforts.

Effective job advertising is about crafting a compelling narrative that showcases the company as an attractive place to work, leveraging technology and traditional methods to broaden reach. As the job advertising landscape continues to evolve, companies that innovate in both content and promotional strategies will not only attract but also retain top talent. The essence of job advertising lies in storytelling; it's about making your opportunities stand out and inspiring candidates to embark on their next career journey with your company.

Candidate Relationship Management

Candidate Experience

Job Advertisement

Recruitment Process

Recruitment Trends

Successful Recruiter

See TalentLyft in action

Applicant Tracking, Recruitment Marketing, Sourcing and Talent CRM software are powerful alone, but unstoppable when used together!

Request a demo













Talent acquisition software

Product

Applicant Tracking System

Employer Branding and Career Site

Talent Sourcing and Outreach

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