A guide to creating recruitment text

Dear Colleague,

It's great that you are taking the time to create engaging texts for your vacancy! In this document you will find guidelines and tips to optimise vacancy text for the Scientific Staff at TU Delft.

Why is it necessary to spend time creating effective text to recruit?
The current labour market is tight and finding the right candidate can be a challenge. A great first impression is essential; therefore, vacancy texts should read well, be positive and surprising as well as factually sound. This will increase your chances of attracting the talent you seek.

Position the TU as an employer of choice
Creating a distinctive and attractive recruitment text not only sells the vacancy more easily, it strengthens the employer brand of the TU Delft in the market. This is one more reason to pay attention to your writing.

Good luck with creating your vacancy texts. We look forward to reading the results!

Warm regards,
Team Talent & Development

Reminder: If you do need help or have questions, please get in touch with us at **recruitmentservices@tudelft.nl**

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3. Sample vacancy text

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1. Preparatory steps

1.1. Before you begin

Six FAQ's about recruitment texts

Does each vacancy require a new text?
Writing a new text for each vacancy is highly recommended since it gives you the opportunity to include current challenges and opportunities. It gives applicants a better idea of what the job entails, whether it would suit them and what the difference is from other open positions. It allows you to recruit more effectively by writing for specific characteristics and perspectives that are missing from the team.
For similar positions, separate texts need to be created and placed. Some of the text might be the same and can be duplicated, but there may be subtle differences that need to be highlighted.

Where do I find inspiration to write my text?
Our tip! Talk to someone who is doing the job. They will be able to tell you which qualities are important, why they do this work at the TU and what makes the work fun or special. First hand information is always best.

Which writing style do I use?
General rules: opt for a smooth, clear writing style, in which you alternate between short and slightly longer sentences. Be as concrete as possible; vague vacancy texts are the number one annoyance among job seekers. Vacancies are often read online, therefore use short paragraphs and alternate them with lists. Professional jargon is allowed, organizational jargon is not. This way, we can prevent the unconscious exclusion of the external candidates. So also avoid abbreviations of departments and acronyms of project names. Finally, go for a personal approach, writing as you would address a colleague: with you or you.

Which keywords do I use in my text?
To ensure your text is found by your ideal candidates it is important that your text includes the following information, preferably at the top of the text:
• The job title and any synonyms thereof
• The location
• "Part-time", if it is a part-time job
• Terms such as "vacancy", "job" and "function"
• Other relevant terms, such as study backgrounds

How are recruitment texts structured?
Texts for recruitment at TU Delft always consist of ten parts. Standard texts are already available for some parts, for others you will write content. We will discuss the parts one by one below.

Is there an example text that I can use for inspiration?
Yes, at the end of this guide you will find a sample vacancy text in line with the standard format of TU Delft.

1.2 Vacancy texts: Language

Vacancies for scientific staff should be written in English, unless the vacancy is only open to Dutch citizens or the function requires that the candidate is a fluent Dutch speaker.
Vacancies for non-scientific staff should be written in Dutch and/or English, depending on the audience that you want to reach.

2. Steps to build your vacancy text

2.1 Title (maximum 150 characters)

The title contains the (search engine friendly) function name and the most relevant subject. It answers two questions: What is the subject and who is it for?

Examples:
• PhD Position Social Robotics
• Full Professor Mathematical Finance
• Assistant Professor Geospatial Data Analytics
• Associate Professor Networked Cyber-Physical Systems
• Assistant or Associate Professor in Sensor Physics
• Postdoc Reliability of Timber Pile Foundations
• Study Advisor for Industrial Design Students
• Management Assistant (temporary) Mathematics Department

For multiple open positions with the same title we use '(s)': Phd Position Social Robotics

Tips for (web) writing:
Because vacancies are often read on a mobile, tablet or computer:

- Keep the text short and to the point
- Avoid using abbreviations, acronyms and project names.
- Always address people personally by using ‘you’, instead of ‘the candidate’.
- Use gender neutral titles
- Choose titles that appeal to your audience

Please note that the term ‘tenure track’ is used to refer to a form of contract and should not be mentioned in the title.

For part time contracts (<0,8 FTE) or temporary positions, e.g. maternity leave replacement, the following examples apply:

- Part time Professor Construction Technology of Civil Engineering Structures (0,3 FTE)
- Secretary Faculty Technology, Policy & Management (temporary)

2.2 Specifications

When submitting a vacancy, you provide the following information about the:

- **function type**
- **scientific discipline**
- **contract hours**
- **salary and**
- **level of education**

This is automatically shown with the vacancy text.

Example:

Faculty/Department
Faculty of Electrical Engineering, Mathematics & Computer Science

Job Type
Professors, associate professors, assistant professors and lecturers

Scientific field
Engineering

Hours per week
32-38

Salary - €
3637 - 4978

Desired level of education
Doctorate

Vacaturenummer
TUD00287

2.3 Job description

The job description consists of two parts: the teaser and the description of the position.
The goal of the teaser is to trigger interest in the position.
The job description is informative and aims to recruit but also answers the following questions:

- Why is it important?
- What will I do?
- Where (department text), how and with whom will I be working?

2.4 Teaser (maximum 200 characters)

With the teaser you are trying to get candidates interested in the function. The teaser is shown on the TU Delft site when the Title is clicked. With Academic Transfer and various other job aggregators the teaser also appears in the search results under the title. By writing a great teaser you can tempt candidates to view your vacancy.

We use the tagline **Challenge, Change, Impact** (the brand essence of TU Delft).

Example:
PhD Position Self TRAcking for Prevention (STRAP) and Diagnosis of Heart Diseases
Challenge: Detect heart disease in early stage.
Change: Use big data and machine-learning.
Impact: Better care for patients and reduced workload of healthcare workers. (168 characters incl. spaces)

Further details are provided in the vacancy text:
This project aims to help reduce the workload of healthcare workers and the burden on patients by creating an early detector of heart disease and its deterioration. Big data and machine learning predict that with enough example training data, algorithms can learn and possibly become better and more consistent than humans. With a wide variety of measurements like electrocardiograms, audio derived from stethoscopes, activity level measurement from wrist-worn devices, electronic noise data, self-reported data and others, the aim is to create automated predictors that perform accurately enough to do a pre-screening of patients.

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More examples:

Postdoc Multiscale Computational Modelling of Knee Biomechanics

Challenge: Early diagnosis of knee osteoarthritis.
Change: Multiscale computational model of knee biomechanics.
Impact: Design early treatment of patients.

Movement is essential to human life. Knee osteoarthritis (KOA) is one of the most prevalent disabling diseases, seriously impeding mobility. Early diagnosis and development prediction are urgently needed to prevent onset and to optimize early treatments. This project aims to establish a framework for the multiscale computational modelling of knee biomechanics, in order to advance our understanding of pathobiomechanics on the initiation and progression of KOA. The ultimate goal is to apply the knowledge of KOA etiology to design (early) treatments like conservative and surgical unloading strategies or cartilage repair to reverse these deteriorating mechanisms.

PhD Position Bio-based Plastics for Sustainable Industrial Design

Challenge: Move away from petrol-derived plastics.
Change: Apply bioplastics in consumer products.
Impact: Contributing to circular and sustainable economy.

Bio-based plastics are polymers derived from renewable feedstock. Although bioplastics can be similar to petrol-derived plastics, their different origin gives rise to many new polymers. There is already a large diversity of bioplastics and their production will inevitably be scaled up in the coming decades, given the need to move away from fossil resources. In this PhD project you will explore how, and under which conditions bioplastics can be applied to consumer products produced at an industrial scale, while contributing to a circular and sustainable economy. This knowledge is required for industrial designers, who have been trained to work with the traditional petrol-based plastics and who are unfamiliar with the (physical) properties as well as sustainability and end-of-life characteristics of bioplastics.

Assistant Professor of Design and Construction Management (Business Model Innovation)

Challenge: Flexible, sustainable and circular built environment.
Change: Creation of new business models.
Impact: Disruptive innovation in the built environment.

2.5 Description of position (maximum 300 characters)

The position description is written for the candidate and gives information about: We choose to use a **personal approach** and therefore always address the reader as ‘you’. Not ‘the ideal candidate’ or ‘the professorship will...’

After the teaser - **Challenge, Change, Impact** - you provide further explanation about the subject of the position and why it’s important using 100 - 150 words. Then you explain what the role of the candidate will be, again in 100 - 150 words.

Example:

Full Professor Spaceborne Instrumentation

You will build and lead a research group on advanced technologies for miniaturized spaceborne instrumentation. This group will be part of the Department of Space Engineering and will work in close collaboration with SRON (the Netherlands Institute for Space Research). Your research group will cover three focus areas:

Miniaturized instrumentation technology, system aspects of instruments and distributed sensing from space. You will initiate and implement structural cooperation within TU Delft, between TU Delft, SRON, and other partners and play a leading role in obtaining funding from national and international programs. You are responsible for creating a vision for the BSc and Master curricula and to provide the educational portfolio for spaceborne instrumentation. You will supervise MSc and PhD students. You’ll create a great team and coach your staff members. You’ll perform managerial tasks for the department. (135 words)

For the role of the candidate you can also use **bullet points** in some instances.

Then, the **context** of the position is important. (100-150 words). Here you elaborate on the section (the driving force) and the department, collaboration and facilities. It can also be useful to mention the name of the managers/leaders for candidates to find out more about the people and the research they are doing. Keep the description of the department short. Candidates can find more information on the website. The faculty information can be found under the Department.

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Example:
You will be part of the Design for Sustainability Group in the department of Design Engineering at the Faculty of Industrial Design Engineering. Our Design for Sustainability Group pursues ground breaking research in circular and sustainable products, services and systems. We are a rapidly expanding group and have an excellent track record in obtaining internationally funded projects. Professor Conny Bakker will be your mentor. We have a 'circular design lab' where graduate students collaborate with partners from our industry network and a well-equipped applied lab where we build prototypes and experiment with emerging materials and technologies. (96 words)

2.6 Requirements

With the job requirements it's important to distinguish between Need- and Nice-to-have.

Need-to-have are requirements that are used to make the first selection of candidates for the longlist. Education, competencies and experience that is needed are listed first.
If the candidate doesn't meet the Need-to-have criteria, they drop out of the process.
Words such as 'proven track record in …', 'demonstrated by…' indicates that you can ask the candidate to provide evidence by sending their CV and a letter.

Nice-to-have criteria are what you can use to distinguish candidate from one another to make a further selection.
Nice to have criteria are indicated by saying: 'is appreciated', 'is valued' or 'is a plus'.
Soft skills are competences that candidates must have to be successful in the role. Avoid clichés such as 'good communication skills' or 'flexible'. Give concrete examples of behaviours needed to succeed.

You can format the requirements as **bullet points or as text**

Examples of bullet point format:
- A Master's degree in a relevant field, i.e. Material Science, Industrial Design, Industrial Ecology.

- Demonstrable affinity and strong interest in the field of industrial design and sustainability
- Excellent communication skills in English, both in written and oral.
- A curiosity-driven mindset and a passion for (doing) research.
- Experience in industry is a plus, but not a necessity.

Tips for effective bullet points:
- To ensure an easy read, try to limit the amount of bullet points to 7. Research also shows that female candidates are less inclined to apply if the list has more than 7 bullets
- An uneven number works best
- Don't use too many nice-to-have criteria as this may exclude potentially suitable candidates.
- For bullet lines there is a capacity of 85 characters.
- A bullet point should be covered in one line and can only ever consist of two lines.

Example of textual format:
You have a successful track record in proposing/designing and/or building space instruments. You have an excellent knowledge of various disciplines related to the technology for spaceborne instrumentation, such as integrated optics, fibre technology, lens-less imaging and (spectro-) polarimetry. You are able to integrate this knowledge into successful instrument developments and mission concepts.
You have a PhD degree in Science or Engineering and an outstanding scientific record, demonstrated by high quality and widely cited publications in a pertinent field. You have a proven track record in securing and managing large research grants. Having a strong network with academia, research organisations and with industry is important. Being an inspiring manager, teacher and student supervisor is highly valued. (115 words).
For requirements in the textual format use a maximum of 150 words.

2.7 Conditions of employment

This is automatically filled in by the recruitment system, which already contains information on what we can offer the candidate:
- Salary
- Primary and secondary conditions of employment
- Information on contract extensions

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2.8 TU Delft

The below text is automatically filled in by the recruitment system, therefore you don't need to add/fill in anything.

2.9 Faculty or service

In this section only the faculty or service is described. This will be automatically filled in therefore no need to add or change. Please note! Information about the team and the department is included in the position description.

2.10 Additional information

Here you provide information on how and where the candidate can ask for additional information: Name and contact details of the person who can provide information on the vacancy and on the application or selection process.

Example:
If you would like more information about this vacancy, please contact prof. Janny Pietersen, professor in quantum mechanics, email: j.pietersen@tudelft.nl
If you would like more information about the selection procedure, please contact Piet van Veen, HR advisor, email p.vanveen@tudelft.nl

2.11 Application procedure

Here you provide more information on how and when to apply, which documents and details are required and the scheduling of interviews.

Example:
Fill in the application form (link)

To apply, please add the following documents to your application:
1. Motivation letter, addressed to professor Pietersen
2. Detailed CV
3. Statement of research and teaching
4. Names and contact information of at least three references (scientists)

Please apply before January 31, 2020
After the first selection, video-interviews will be held on February 14, 17 and 18. The interviews at TU Delft will take place on February 21 and 28.

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The title contains the (search engine friendly) function name and the most relevant subject. It answers two questions: What is the subject and who is it for?

The teaser is shown on the TU Delft website when the title is clicked on. Therefore, to increase the amount of views of your vacancy, use an attractive teaser.

The job description is informative and aims to recruit but also answers the following questions:
- *Why is it important?*
- *What will I do?*
- *Where, how and with whom will I be working?*

Assistant Professor Future Power Systems

Challenge: Improve the future of power system.
Change: Integrate new power technologies and smart controls.
Impact: Generate, transmit and use electrical energy in a highly reliable and safe way.

Job description

Future Power Systems

In future power systems, a flexible mesh of energy resources forms a self-organizing scalable, clean, resilient, and affordable power system. We work on technical innovations in the fields of sustainable energy, telecommunications, microelectronics, embedded systems, computer and software engineering, interactive multimedia and applied mathematics. The research in the Department of Electrical Sustainable Energy, headed by Professor Miro Zeman, is inspired by the technical, scientific and societal challenges originating from the transition towards a more sustainable society and focuses on three areas:

- DC Systems, Energy Conversion and Storage (DCE&S)
- Photovoltaic Materials and Devices (PVMD)
- Intelligent Electrical Power Grids (IEPG)

You will be part of the Electrical Sustainable Energy Department, working on the future of power systems and to provide expertise in each of these areas throughout the entire energy system chain. The department owns a large ESP laboratory assembling High Voltage testing, DC Grids testing environment and large RTDS that is actively used for real time simulation of future electrical power systems, AC and DC protection and wide area monitoring and protection. Intellegent Electical Power Grids integrates new power technologies and smart controls, which interact with other systems and allow for more distributed and variable generation. The position is intended to strengthen our research line in Digital Power Systems.

Faculty/Department
Faculty of Electrical Engineering, Mathematics & Computer Science

Job Type
Professors, associate professors, assistant professors and lecturers

Scientific field
Engineering

Hours per week
32-38

Salary - €
3637 - 4978

Desired level of education
Doctorate

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Please use a maximum of 7 bullets points.

Requirements

To be considered for the position you will have:

- A PhD degree in Electrical Engineering or a closely related discipline.
- 3+ years of work experience as a Postdoctoral Researcher in an academic institution.
- Advanced knowledge in modelling, electromagnetic transient. simulations, smart grids, and software coding.
- Demonstrated ability in written and spoken English.

You are an expert and will work in at least one of the following fields:

- Advanced power system control (fast digital control, model-predictive control, distributed and network-based control, complex control, etc.).
- Integrated power systems (interaction of electric power with gas, heat, transport, or the built environment, planning and optimization of such systems).
- Power Quality of future power systems (AC/DC interplay, harmonics mitigation, availability and reliability, etc.).

Conditions of employment

Fixed-term contract: tenure track (6 years with the prospect of a permanent contract).

At the start of the tenure-track you will be appointed as Assistant Professor for the duration of six years. You, your section- and department leaders will agree on expected performance and (soft) skills. You will receive formal feedback on performance and skills during annual assessment meetings and the mid-term evaluation. If the performance and skills are evaluated positively at the end of the tenure track, you will be appointed in a permanent Assistant Professor position.

TU Delft offers a customisable compensation package, a discount for health insurance and sport memberships, and a monthly work costs contribution. Flexible work schedules can be arranged. An International Children's Centre offers childcare and an international primary school. Dual Career Services offers support to accompanying partners. Salary and benefits are in accordance with the Collective Labour Agreement for Dutch Universities.

TU Delft sets specific standards for the English competency of the teaching staff. TU Delft offers training to improve English competency. Inspiring, excellent education is our central aim. If you have less than five years of experience and do not yet have your teaching certificate, we allow you up to three years to obtain this.

Employer

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Delft University of Technology is built on strong foundations. As creators of the world-famous Dutch waterworks and pioneers in biotech, TU Delft is a top international university combining science, engineering and design. It delivers world class results in education, research and innovation to address challenges in the areas of energy, climate, mobility, health and digital society. For generations, our engineers have proven to be entrepreneurial problem-solvers, both in business and in a social context. At TU Delft we embrace diversity and aim to be as inclusive as possible (see our Code of Conduct). Together, we imagine, invent and create solutions using technology to have a positive impact on a global scale.

Challenge. Change. Impact!

Department

Faculty Electrical Engineering, Mathematics and Computer Science

The Faculty of Electrical Engineering, Mathematics and Computer Science (EEMCS) brings together three disciplines - electrical engineering, mathematics and computer science. Combined, they reinforce each other and are the driving force behind the technology we use in our daily lives. Technology such as the electricity grid, which our faculty is helping to make future-proof. We are also working on a world in which humans and computers reinforce each other. We are mapping out disease processes using single cell data, and using mathematics to simulate gigantic ash plumes after a volcanic eruption. There is plenty of room here for ground-breaking research. We educate innovative engineers and have excellent labs and facilities that underline our strong international position. In total, more than 1,100 employees and 4,000 students work and study in this innovative environment.

https://www.tudelft.nl/en/eemcs/the-faculty/

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Here you provide information on how and where the candidate can ask for additional information.

Additional information

If you would like more information about this vacancy, please contact prof. Peter Palensky, professor in Intelligent Electrical Power Grids, email: P.Palensky@tudelft.nl
If you would like more information about the selection procedure, please contact Piet van Veen, HR advisor, email p.vanveen@tudelft.nl

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