How to write a great job ad

A well-written job ad will help you to attract great talent, promote your company's brand, and build strong talent pools.

The search results are the first thing a candidate sees when they find your job ad!

Job title

The most important part of your job ad.

Avoid using jargon or internal titles. Job ads that use industry standard titles are more likely to be seen by candidates.

Job title

Customer Service Representative Office Manager Analyst Programmer	✓

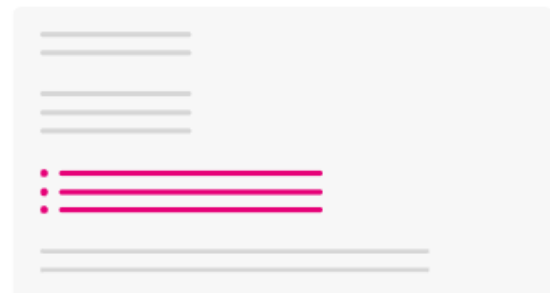|	
Customer Service Superstar Habitat Manager Bring your Analyst Programming Skills	✗

Key selling points

The best things about the job

StandOut job ads let you include three bullet points to showcase the best things about the role.

- What will the candidate do?
- What's a company highlight?
- What's a benefit that your target candidate would care about?
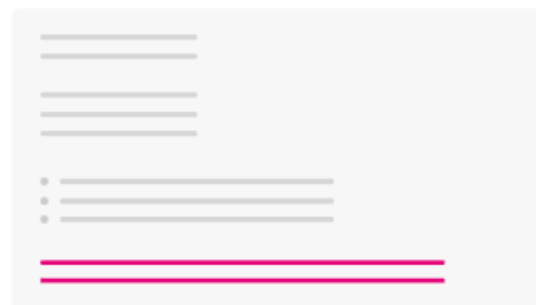
Job summary

The essential information

The job summary should make your perfect candidate think "yes, this sounds like me!"

- Be specific
- Use short sentences
- Use 'action words' like manage, own, create, build

Lead a team of 10 Developers. Build innovative software that integrates social media platforms. Manage budget pipelines valued at $3M.	✓

Do you want to join an amazing team with great culture? This is a great opportunity to join a fantastic company and work on some massive projects.	✗