How to:
create vacancy listings

Creating great vacancy posts
- a step by step guide
Creating great vacancy posts

With increasing competition among employers for the best graduates, it is vital to market your job and company to potential applications as effectively as possible. Your vacancy listing may be the first interaction your company has with potential recruits; therefore your job advertisement plays a key role in attracting the best candidates.

At NZUCH, we want your recruitment campaigns to be successful, so we have compiled some hints and tips here to help you create the best possible advertisement for your role.

1. Think like a student
Unlike general recruitment websites, on NZUCH your audience is specifically students and graduates. When creating your advertisement, try to imagine yourself as the student/graduate you want to recruit.
   » What is it about your position that students would find most interesting?
   » What is unique about your company versus all the other competing organisations?
   » Why would you want to apply for this role as potentially your first career move?

2. Keep it simple
   » This means listing one type of job or role per advertisement, making it easier to search for.
   » Use clear language – it is easy to forget that this might be the graduate’s first experience of the industry; the use of jargon, buzz words and acronyms may put them off.
   » Use short sentences and paragraphs. Break up text with bullet points.
   **HINT:** For a bulleted list, use a '*' at the beginning of the bullet point when entering your info into the template.

3. Make it attractive, but don’t oversell
You are likely competing against many other organisations for the student’s attention and interest. In order to attract the right candidates, use the job headline and descriptive details to **put forward the key selling points of your organisation and the role**. But be careful to ensure the picture you paint is accurate; the advertisement is a promise of what is to come later in the recruitment process.

   **HINT:** A good advertisement balances a realistic description of the tasks involved in a typical day in the role with a view of the likely career path and where the role could lead if all goes well.
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**Position Title**
Capture the attention of your ideal candidates with a concise but descriptive position title:

» Be accurate in the title and don’t use ‘gimmicks’.
» Use a commonly accepted job title if it reflects the role and your audience will understand it better, even if you use something else internally.
» Consider including your company name in the title to add credibility.

**Descriptive Details**
This summary of up to 250 characters appears when your position is displayed as a result of a student’s online job search. Entice job candidates to click on your position to find out more:

» Imagine you have only 10 seconds to convince candidates to read about your position – use its benefits as a hook to attract the type of person you’re looking for.
» It helps if you write a summary specifically for this section rather than copy a paragraph from the ‘Job details’ section.
» Include the job’s location and your company name if not used in the Position Title.
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Job Details

Write about your position in a way that allows candidates to imagine themselves in it:

» **Provide a brief summary of your company** and what it’s like to work for, such as the culture and working environment.

» **Describe the position** comprehensively including its opportunities and responsibilities.

» Be specific about the position’s benefits, including the salary, on-the-job and other training, opportunities for career progression, rewards and incentives. This is the ideal forum to **promote benefits specifically targeted to students**, such as if you can employ students while they complete their studies.

» Explain what you’re looking for in applicants - qualifications, skills, experience, working hours, personality characteristics - without being too generic. The more specific you are, the closer applicants will meet your requirements.

» **Specify what makes your job or graduate program unique** - remember your candidates are likely to be comparing your offer against others.

» Keep the details **informative yet concise**, remembering candidates will see your advertisement on screen, most likely initially scanning through the text rather than reading each word.
Summary

Descriptive Details
Imagine you have only 10 seconds to convince candidates to read about your position – use its benefits as a hook to attract the type of person you’re looking for.

Job Details
Write about your position in a way that allows candidates to imagine themselves in it.

Application Information
Exams, holidays and other aspects of university life can affect your response if your closing date conflicts with other activities. Talk to us about the best times of year to advertise.

Position Title
Capture the attention of your ideal candidates with a concise but descriptive position title.

Other Information
Provide as much detail as you can: the more specific you are, the closer applicants will meet your requirements.

Company Information
Remember that candidates may be new to your business sector. Provide them with a brief summary of your company and what it means to work for them.