YOUR LOGO

**The Title:**

Creating a compelling title is the most important part of your job ad. When you write your title, be precise and concise, including key phrases to accurately describe the role. Include two to three key benefits to catch candidates’ attention.

Below your title, list your salary or salary bracket, and your location. This is not a compulsory part of the job advert, but will help your advert to rank higher in search results.

**The Introduction:**

A single paragraph that provides an overview of your company and what you are looking for from candidates for this position. You might want to include the job title, industry, and relevant skills or experience so that candidates get a feel for the work environment.

**Objectives:**

Candidates want to understand the role they’ll play in your company and how they will contribute to the business. A few short sentences can give candidates this overview.

**The Responsibilities:**

It’s important to list the key duties that the successful candidate will be performing on a daily basis. Use bullet points and keep your list brief for ease of reading.

**The Requirements:**

Outline the main educational requirements for the role, as well as the skills candidates will need to be successful in the role. Try to be concise in your list, as too many requirements will dissuade potential candidates.

**The Company:**

Take this opportunity to really sell your company to candidates. List any benefits and exciting perks that your company offers, especially things that aren’t often offered by your competitors, like access to a company fitness centre.

**Interested?**

Include information here on how to apply. Ideally, keep these steps to the bare minimum, so you do not discourage good applicants. Also, make sure to link to your application page so candidates can apply with the least number of clicks possible.

Example 1

### **Lorry Driver – Above average pay, PTO, balanced work-life.**

£35,000.00 annually.

Based in Manchester.

Bettertruck has been in the logistics business for 25 years and has an exciting opportunity for an adventurous lorry driver to join our team. This is a permanent position that will suit a solitary individual who enjoys working on their own for long periods.

In this position, you will have the responsibility of delivering goods safely to their destinations. You will enjoy the adventures of short and long trips, as well as the opportunity to develop new skills and advance in your career.

**Responsibilities:**

* Performing daily mechanical checks.
* Updating maintenance logs.
* Supervising the loading and unloading of goods.

**Requirements:**

* At least 18 years old with a valid driver’s license.
* CPC qualification.
* Organized.

**Interested?**

Please contact us.

Example 2

### **Business Analyst - Excellent learning environment**

£47,000.00 a year.

Cardiff, Wales.

Betterteam has a combined experience of 120 years in the recruiting space and has worked with household-name clients. We’re looking for a full-time business analyst with experience in analysing complex datasets and building financial models.

We offer great mentoring programs for our analysts with top execs and we’re on the cutting edge of technology - you’ll be working with the best equipment and software. You will have the opportunity to advance and learn alongside accomplished business leaders.

**Responsibilities:**

* Gathering and documenting business requirements.
* Supporting team members and helping them resolve problems.
* Suggesting appropriate solutions to company problems.

**Requirements:**

* A degree in business information systems.
* Project management experience.
* Excellent IT skills.

**Interested?**

Please contact us.

Example 3

### **Registered Nurse - Well-staffed hospital, 15k bonus.**

£27,000.00 annually.

Cambridge.

Betterhealth provides an exceptionally high level of care for its residents and has been recognized numerous times by the British Hospitals Association. We have a very well-respected staff and use cutting edge health technology. We’re looking for a full-time registered nurse in our critical care unit.

In this position, you can enjoy working at a hospital where you can make a difference, working with a smaller number of patients for reasonable hours. We offer our nurses excellent advancement opportunities.

**Responsibilities:**

* Write patient care plans.
* Observe and note patient symptoms.
* Check and administer medications.

**Requirements:**

* A degree in nursing.
* Registration with the NMC.
* Completed supervised placement in a hospital.

**Interested?**

Please send your CV and a one-page cover letter to recruitment@betterhealth.co.uk.