

Template – Advertise a job

You can use the information you've already recorded in the job description to write a job advertisement.

The advertisement, at its simplest, needs to tell the reader:

- The name of the job
- The name of the employer – include a description of the business to encourage people to apply
- Benefits to the successful applicant (pay, conditions)
- The qualifications or experience applicants should have
- How and when they should apply for the position.

Use the four point guide called AIDA to construct advertisements: attract **attention** to the advertisement; develop **interest** in the job; create a **desire** for the job; prompt **action** by encouraging readers to apply for the job.

These advertisements are included as examples.

looking for a **cutting edge** career?

Making Waves has some of the best and most awarded hairstylists in town and we're looking to add to our fashion-focused team.

We are committed to providing our customers with innovative styling and we pride ourselves on our dedication to ongoing client satisfaction.

The team at our inner city salon is looking forward to welcoming a

First Year Apprentice Hairdresser

who will take advantage of first class on and off the job training, the opportunity for competition work and competitive salary (\$20,000 to \$25,000 per annum).

Ask our staff and they will tell you it's a great place to work with room for your own flair and creativity to shine through.

If you have a bubbly personality, great personal presentation, a commitment to client satisfaction and you're not afraid of a little hard work to gain an opportunity for a career in hairdressing, we'd love to hear from you.

Contact xxx to obtain a copy of the job description.

To apply, please forward your CV to:

Jane Citizen

Manager, Making Waves

123 Hometown Road, Hometown Tasmania 0756

Email: info@makingwaves.com.au

Phone: (03) 62XX XXXX

Applications close 5pm Friday 30 June 20XX.

a **passion** for pools? a **craving** to be creative?

Making Waves has created some of the best and most awarded garden swimming pools in the State and we're looking to add to our hard working construction team.

We provide innovative pool designs and we pride ourselves on our dedication to first class building quality.

Our southern construction team is waiting to welcome a

Qualified Landscaper

who will take advantage of flexible working hours, the opportunity for a competitive salary (\$45,000 to \$55,000 per annum), with access to first class designers and support from a well equipped construction team.

Ask our team and they will tell you it's a great place to work where one day is never the same as the next.

If you have flair with plants and garden design elements, have formal qualifications in landscaping or horticulture and can demonstrate a creative track record over the past three years we'd like to hear from you. Experience in landscaping around pools would be highly regarded.

To apply, please forward your CV, with any photos to:

Darren Citizen

General Manager, Making Waves

123 Hometown Road, Hometown Tasmania 0756

Email: info@makingwaves.com.au

Phone: (03) 62XX XXXX

Applications close 5pm Friday 30 June 20XX.