



How to run a successful E-recruitment campaign

The key to attracting the right candidate is a good advert. You need a persuasive ad that says much more than a title, salary range and list of duties. Remember, this is your chance to tell all about your company, culture, values and what it's really like to work there. By adding personal description to the employer brand, candidates will be better equipped to decide if they match both the role and the company. Furthermore, you need to use relevant words to ensure your ad is picked up by search engines – so that when a jobseeker searches online, your advert appears higher than the rest. Writing attractive adverts is not as hard as it sounds; here are some simple rules to follow:

1. More than just a job title

Using multiple yet specific words to describe the job title will enhance responses to an online ad, particularly for candidates using the 'search by title' function. Being more descriptive will yield more a more successful search result than just posting the job position e.g. 'KS2 Primary Teacher, Birmingham' will be more successful than 'Primary Teacher'.

2. Be as clear and specific on the skills and experience required

Use as many well-thought and specific words as possible to describe the skills and experience you're seeking. State the 'must-have' skills & qualifications you need before you go on to the desired attributes – making a bulleted list is always much easier to read and allows candidates to use it as a checklist.

3. Tell them where you are

Where possible, you should include the country, region, county, city, town and postcode. The last thing you want is to find candidates that offer the perfect fit, only to discover they live too far away to be suitable for the role.

4. What is the salary?

People want to know the salary of the job position they are applying for. If you can't provide details of a definite wage, then a salary range is better than nothing.

5. State other benefits too

Applicants are looking for more than just a title, salary and role description. They want to know if they'll fit into your organisation, achieve work/life balance and find a healthy

work environment. Including some details of other benefits will help candidates to understand what it's like to work in your company.

6. Be as specific as you can

Most recruitment websites will have specific fields for details such as working hours, start dates, pay and benefits (e.g. holiday allowance) which are great for candidates to know up front. However, do make sure you also let them know how to apply and any deadline. It's a good idea to include as much details as possible in the ad itself, as it will help to get understanding of the work itself in the company.

7. Don't forget your international jobseekers

Most good UK recruitment websites are available to candidates across the globe, who may actively be looking to move to the UK. It is therefore important to detail whether candidates should hold relevant work permits or be EU residents.

8. Keep them engaged ... invite communication

Engaging candidates to contact you or the company by email or phone has a twofold benefit: the applicant gets to find out more about the role and you get to talk to them before they apply. Include a website address or careers page wherever possible.

9. Include a job reference code

It is so easy to follow job ads online when you have included a unique reference number. This could show you the activity that has been generated with that advert, the number of views and applications it has received as well as allow you to update your profile and monitor results of your ads.