**Your guide to creating**

**job ads that work**

You’re here because your job ads don’t work.

**In under 15-minutes this template will help you change that.**

***But***….creating ads that do work, requires a big change in how you think about these ads: from telling candidates what they need to be good enough, to telling candidates why you are good for them and their careers.

This means you need to:

1. Think about what’s most important to candidates
2. Think about how your practice delivers what’s important to candidates

This may not be an easy mindset change. If you’ve not yet watched our videos on how to do this, we recommend you invest the 9-minutes that might just make the difference for your practice. Click on the links below to watch them.

[**Video 1 – before you start writing your ad**](https://youtu.be/Az1woMJvafA)

[**Video 2 – writing your ad**](https://youtu.be/YOGm4eGCFYo)

[**Video 3 – additional things to attract and retain candidates**](https://youtu.be/cZmFbQTmsEA)

**But if you’re ready to write your new ads, follow the steps below.**

**Step 1**

**What things are most important to your ideal candidate?**

The examples below show how an effective ad communicates this.

“Our established practice in women’s health will support your professional development and growth in this.”

***Now, identify your own elements in the spaces below:***

To begin writing your own, use the spaces below to collect your thoughts about ***what*** is important to your candidate and ***why*** it is. Only include the four or five things most important.

**Element one**

What

Why

**Element two**

What

Why

**Element three**

What

Why

**Element four**

What

Why

**Element five**

What

Why

**Step 2**

**Put what’s most important to your candidates into a short sentence.**

Select just three of the elements from above with the strongest match between ***what ideal candidates want and what your practice can offer them***. Your three ad sentences should connect what is important to your candidates with why your practice is a great place for candidates to receive these.

Some ideal ways to construct these sentences are:

“Your desire to XXXXX will be satisfied by our XXXX.”

Your interest in XXXXX will be rewarded with our XXXXX.”

“Our XXXX will help you achieve your ambition to XXXX.”

“Our XXXXX will help you to XXXX.”

For example:

“Our pathway to equity in the practice will help you to establish a career you have more control over.”

Or

“Your desire to experience variety in your practice will be satisfied by our diverse community of young families, to professionals and aged care residents.”

***Write your own sentences below:***

**Sentence one**

**Sentence two**

**Sentence three**

**Step 3**

**What do *you* need from the candidate?**

This is likely the familiar part of a job ad for you. You still need particular things in an ideal candidate. The challenge here is to express what you need, as a benefit to the candidate. For example, if you’re looking for someone with dermatology experience:

“Your experience in dermatology will be particularly valued as this is a quickly growing area of our practice.”

***Identify what you need in the spaces below:***

**Element one**

**What**

**Why**

**Element two**

**What**

**Why**

**Step 4**

**Put what you need from a candidate into a short sentence.**

Some ideal ways to construct these sentences are:

“Your background in XXXXX will be rewarded by our XXXXX.”

“Your experience in XXXXX will be valued because XXXXX.”

“Your accreditation in XXXXX will be meaningfully applied with our XXXXX.”

***Write your own sentences below:***

**Sentence one**

**Sentence two**

**Step 5**

**Write your job ad summary**

Candidates are exposed to dozens of ads whenever they search. You job ad summary is typically the difference between them opening your job ad or just scrolling past it.

Before they click on any ad to expand it, they initially see only:

* A job title
* The business (practice) name
* Location
* Three bullet points
* An introductory paragraph of just 15-20 words.

Here, we’ll create this summary.

**Step 5a – the job title**

Rather than just writing “GP” or “General Practitioner”, we recommend you add just a couple of defining words that distinguish your GP ad from the hundreds of others on Seek. These extra words should point to one key aspect of the role that you believe might be particularly relevant to your ideal candidate. This will depend on your individual practice, the nature of the role you’re offering and how these might be different to the typical GP role but some examples are:

“GP – Tree change”

“General Practitioner – equity opportunity”

“Physiotherapist – flexible hours”

“GP – young and friendly practice”

***Write your chosen job title below:***

**Step 5b – the bullet points**

These bullet points only appear on the job ad summary – not on your full ad. This means you can abbreviate the job ad elements you have already written for your full ad or include abbreviated versions of the job ad elements identified in Step 1 that you did not then convert into job ad sentences. So, these will be practice and role specific, but examples might be:

* Flexible work arrangements
* Ongoing training provided
* Beachside practice
* 80% of receipts

Only include two or three bullet points.

***Write your bullet points below:***

**Step 5c – the introductory paragraph**

This is a sentence, under 20 words in length, that sums up why your practice will be a valuable place for your candidate to work. You can summarise one or more of the elements identified in Step 1, or write a separate overarching one. Again, this will be practice and role specific, but examples might be:

“Your opportunity to provide whole person, comprehensive and coordinated care for individuals and families in a friendly community.”

“Busy practice with high earnings but in a bushland setting great for raising young families.”

“Grow with clinical variety, a supportive team, and ongoing training.”

***Write your own introductory paragraph below:***

**Step 6**

**Putting it all together**

You now have all of the elements you’ll need for your more effective job ad. Just review this to make any final changes before posting to Seek or your chosen job ad platform.

Images and embedded videos are also extremely effective in making job ads more successful. If you haven’t yet, we recommend you watch our videos to see how. Click here for the link to these videos.