

Job ad template

Nine blocks, in publishing order, with the wording already written. Edit over the top of it.

{like this} = yours to replace. Everything else is wording you can keep.

01 Job title line

{Job Title} at {Company}, {City}. {Full time or part time}, {pay range}.

Tip. Use the title a candidate would type into a search box, not the grade, the acronym, or an invented name for the role.

02 Hook line

{Company} is hiring a {Job Title} to {the single most useful thing this person will own}. {One concrete detail: the pay, the shift pattern, the team, the tools, or the reason the job is a good one}.

Tip. If the sentence would fit any employer in your sector, it is not a hook. Cut it and write the thing only you can say.

03 About the role

You would join {team or department} at {Company}, {what the company does, in eight words or fewer}. The team is {number} people and you would report to {manager's role}.

This job exists because {the real reason: growth, a new contract, a gap nobody has had time to cover, someone moving on}.

Tip. The second sentence is the one almost nobody writes. Write it. It answers the question every careful applicant is already asking.

04 What you will do

A normal week looks like this:

- {Verb} {the task that fills most of the week}, working with {who}.
- {Verb} {the second biggest task}.
- {Verb} {the part of the job people do not expect}.
- {Verb} {the part that turns into the next job up}.

Tip. Four to six lines, each starting with a verb, ordered by how much of the week they take. Twenty bullets is a job description, not an ad.

05 What you bring

You need:

- {The qualification, licence or clearance the job cannot legally or practically run without}.
- {The closest thing to this work that you would accept as evidence}, or a good reason to believe you would pick it up fast.
- {The habit that actually predicts success here, written as a behaviour rather than an adjective}.

Useful but not essential: {the nice-to-haves, listed and labelled as exactly that}. If you have most of this and not all of it, apply anyway.

Tip. Every essential you list narrows the field. Anything you would train belongs in the second list, and you have to mean it.

06 Pay and benefits

{Pay range} {an hour or a year}, {plus what changes it: shift premium, overtime, tips, bonus, or a review after {period}}.

On top of that: {paid leave}, {pension or retirement plan}, {health cover}, {training, booked in work hours}, {the specific thing you offer that the employer down the road does not}.

Tip. Publish the range. A growing number of places now require it, and it is the first question in the first screening call anyway.

07 Location and hours

{Where the work physically happens}. {On site, or hybrid with {number} days in, or remote within {region}}.

{Hours} a week, {shift pattern or core hours}, rota published {how far ahead}. {Start date}.

Tip. Name the days, the shifts and the place. Flexible, on its own, gives nobody anything to plan around.

08 How to apply

{Send a CV, fill in the short form, or reply to this ad} at {link or email}. {What you do and do not need to send}.

What happens next: {a {length} call with {name}}, then {a {length} interview with {who}}, then {a decision within {timeframe}}. We reply to everyone, including the people we do not take forward.

Tip. A visible process is the cheapest trust in the whole ad. Give the steps, the names and the timeframe, then hold to them.

09 Equal opportunity line

{Company} hires on what people can do. We welcome applications from everyone, and we will make any adjustment you need at any stage of the process. Tell us what would help when you apply, or at any point after.

Tip. A sentence people believe beats a paragraph of policy language nobody reads, and the offer of adjustments is the part candidates actually use.