

## Making an Effective Media Plan for Job Advertising

What do you do when you need to hire an employee? Write a quick description of the job then post it to the handiest online job board? If so, you're missing some of the best candidates.

**“Remember that a job ad is still an ad, which some people forget.**

**You should be thinking like a marketer.”**

*Michael Overell, co-founder of RecruitLoop*

As the economy improves and talented people with certain key skills become difficult to hire, your approach should *not* be: "If we post it, they will come." Instead, take the time to create a well-crafted job ad and carefully choose where to post it. These days the development of job boards has turned into an industry. There are thousands of different job boards of all different types of categories:

- ✓ Regional
- ✓ Industry specific
- ✓ Association specific
- ✓ Niche specialty job boards, etc.

It's a small extra effort that will pay for itself when you start to find the best qualified job candidates.

Here's how to go about it:

### 1. Pretend that you are a job seeker.

Online, that is. A common mistake is to just pick the most popular job board. While a giant job board may attract millions of visitors, it might not be the best place for your job ad, any more than the site with the highest overall traffic is necessarily the best place for your product ad. In both cases, it's better to pick a site that will reach the specific audience you want.

The best site for a job ad will vary, depending on the type of job and its location. To find them, imagine that you are looking for the job yourself and do a few searches. Another approach is to ask professionals in the field you know and ask where they would look if they were job-hunting.

### 2. Consider the key word search filters your audience will look for.

Use all the tools that you would as a marketer. That means paying attention to things like keywords, what terms are your ideal candidates searching for? You can try using online keyword tools to find out, although they may not index terms on all job board sites.

Check out other companies' ads for the position you're seeking to fill. Review several of these and you should get a feel for which keywords seem most relevant.

### **3. Write an ad, not a job description.**

The two things have a lot in common, but they're not one and the same. A job description is an internal document created to clarify what the role will do and how to perform that role. **A job ad's primary purpose is getting the right person to click 'apply.'**

Your job hunters will appreciate some sense of your company's culture and mission, the benefits you offer, and why it's a great place to work.

### **4. Use subheads.**

Many people are guilty of writing a bunch of paragraphs that cover the right content but make it difficult to find. Instead, think about structure and use subheads and bullet points. The ad should be divided into clearly labeled sections, for example one on the job responsibilities, one on the qualifications of the ideal candidate, and one on the application process.

### **5. Pick the job title carefully.**

Here is an important thought. The title you put in your ad doesn't have to be exactly the same as the title a new hire will actually have. **A good title is your best tool for getting someone to click on your message.** The purpose of the title is to show up in search results, so it's important to understand the terms that candidates might be searching for. The smartest companies optimize their job titles for search, rather than choosing a title for how it fits into an organizational chart.

### **6. Use your ad as a screening tool.**

You can save you a lot of screening time if you qualify out unqualified candidates. For example, if it's a requirement that an applicant have working rights in this country, make sure to include that in the ad. "Will only consider application if A, B, or C."

With fewer unqualified candidates in the screening process, you'll have a less overwhelming pile of applications to get through on the first round, and you may be in a better position to spot the real gems.

### **7. Have someone else read it.**

Don't rush the ad out the door. It is a good idea to have a few different people in the company read it to make sure it's clear and says what you want it to say.

If you are lucky, you might find someone who has applied for the same type of position in the not too distant past. That way, you can find out how the ad might be interpreted by someone looking for work,