



Learning Guide

Writing Effective Job Advertisements

Key facts

Keywords – Our search is based on Relevancy, because of this we recommend repeating the job title throughout the advert. Include abbreviations in the title and text to make your advert more relevant. When these words are entered, it helps make sure that your job is appearing at the top of the results page and attracts the right candidates.

You can repeat the title at least 5-7 times throughout the job description and requirements and add other keywords that are related to the job (e.g. Nurse: registered nurse, RGN, Staff nurse)

Layout - At one sitting, job seekers, as do employers, have limited time allotted to spend searching and posting jobs. For this reason, your job postings need to be structured in a way that is easy to read.

Bullet points are a great way to make your advert easier to read, and a way for jobseekers to ‘tick off’ responsibilities and qualities. Look at your adverts as if you are a jobseeker, is it all clear? Would you fully read or even apply to your own job?

Add Salary/Benefits - Any time you can add pay or compensation information within the posting, it is highly recommended to do so. It is also worth looking into the difference of salary that is offered within different companies for the same roles. If the salary is not the same, it is always smart to include benefits that might convince the jobseeker to apply for your position instead!

Getting nurses to apply can be hard, especially on a competitive website where there are sometimes 100s of nursing ads in one location. Specify the offered salary, even if it is the lowest pay rate, as candidates can filter and exclude any jobs without salary.

Key facts

Job description – Make sure to always provide the job seeker with a description of the position, and any details about the company they will be working for (location, company culture, etc)

Job requirements – Make sure to always list all authorization, certification, skill sets, education and or specialty experience needed to obtain this position.

Spelling mistakes – Nothing says unprofessional like typographical errors in a job posting. Don't just spell check your job posting; make sure it is free of grammatical errors.

Remove Phone numbers – Phone numbers tend to distract jobseekers and leads them away from the posting, often without finishing the application online!

Job template example

Repeat Title: e.g. Registered Nurse (RGN)

Salary: £17 - £18 / hour

Registered Nurse (RGN) Required for a 40 plus bedded home, giving both the staff and clients the space and privacy to provide ability to give personal nursing. Careful thought has gone into the décor to combine top class hotel comfort with a homely feel. Rooms have also been designed for the needs of people living with dementia.

The Ideal **Registered General Nurse (RGN)** candidate has:

- Person centred care approach
- Ability to undertake stress whilst implementing the right attitude
- Good Understanding of Medical Terms and Measurements
- Ability to communicate effectively (Written and Verbal)
- Reliable, Flexible, and Motivated
- Warm approach and empathetic character
- A Registered General Nurse/Registered Mental Health Nurse qualification

Responsibilities for **Registered General Nurse (RGN)**:

- Provide care for the residents daily undertaking direct nursing and general care, as required, including periods on night duty if necessary
- Contribute positively to the setting and development of measurable standards of care relevant to the speciality
- Responsible for the assessment of care needs, the development, implementation, and evaluation of care programmes
- Contribute to the professional development of trained staff, encouraging the development of research based practice, with a view to meeting PREPP requirements

Job template example

Personal Qualities needed for the Registered Nurse (RGN) Role:

- Reliable and enthusiastic team leader with the ability to motivate staff
- Flexible and adaptable
- Ability to promote and secure professional standards within a holiday environment
- Creative and forward thinking
- Ability to take an active role with the management of the Centre.

Benefits (examples).

- Excellent working environment
- Competitive remuneration package
- 6.6 weeks of annual leave
- Workplace pension scheme
- Free Employee Assistance Program (EAP)
- Career development opportunities
- Free parking
- Optional Medical Insurance

Thank you

Contact us

clientsupport@jobmedic.co.uk

0800 032 8082

<https://support.jobmedic.co.uk>