Guidelines for placing an advertisement on eJobs

Tips
Here are some tips to maximise the impact of your eJobs advertisement in a competitive student and graduate employment market.

- Think about why a graduate or student would want to work for your organisation.
- Write your advertisement for a student/graduate audience.
- Keep your paragraphs short and use dot points.
- Provide details of the annual salary or hourly rate.
- Include clear and simple instructions about how to apply for the position.
- Indicate exactly what the application should include e.g. resume, statement addressing selection criteria etc.
- Any detailed additional information should be included as an attachment.
- Provide a website link to your organisation.

What to include

Position Title
Your position title should be:

- Clear and simple
- Accurately reflect the position
- Avoid jargon and gimmicks

Descriptive Details: Summary

- Provide a concise overview of the role and organisation.
- Be sure to identify the type of student/graduate you are looking for to attract the right candidate.
- Capture the attention of students and graduates in the first sentence without using gimmicks.
- Include what will appeal about the position.
- Include the job's location and your company name

Job Details

- Describe the position clearly including its opportunities and responsibilities.
- Provide a brief summary of your company including the culture and working environment.
- Be specific about the position’s benefits, including the salary, opportunities for career progression, training, rewards and incentives.
- Provide salary information- yearly salary, name of a relevant award/job classification, or an hourly rate of pay (immediate start, part-time/casual vacancies only) rather than negotiable
- Explain what you’re looking for in applicants – qualifications, skills, experience, working hours, personality characteristics – without being too generic.
- Specify what makes your job or graduate program unique – remember your candidates are likely to be comparing your offer against others.
- Keep the details informative yet concise, remembering candidates will see your advertisement on screen, most likely scanning through the text rather than reading each word.