

Write a good job ad

Be too narrow and you could miss out on the best people. Keep an open mind on the perfect fit. Mindset and life experience are better measures of a strong hire than image or age.



Use this worksheet to think about:

- what you need the person to do
- skills and attributes to ask for
- what to write so you don't miss out on great people.



Self-assessment: Skills you have and what you need



Prepare

Think about key tasks, skills and attributes to include in your ad.

1 Tasks you want done

Example
Greet customers

Example
Take bookings



Tip

Remember, jobs change

If someone is leaving, ask what they do vs. what you hired them to do. Ask co-workers what's needed to do the job well.



2 Skills needed

Example
Essential knowledge
Experience learning new software

Example
Can learn on job
How to use our booking software

3 Attributes needed

Example
Essential for role
Calm with difficult customers

Example
To fill gaps on team
Confident making cold calls



Write

Include expected tasks, skills and attributes – and remember:

Words matter

Don't exclude people by using stereotyped or ageist language.

Avoid

Digital native

Energetic

Suits new graduate

Use instead

Open to new systems

Passionate about...

Entry-level position



Tip

Be clear on challenges

As well as the pros, share what's hard about the job. You'll save time sifting through less serious candidates.

If you can be flexible, say so

Flexible working appeals to all ages. Good people may be put off if they don't think it's an option.



Take the quiz: [How flexible are you really?](#)