

What makes a great job ad? Here are 3 examples

A great job ad is key to finding the right person for the role—especially in this competitive job market.

And depending on your situation, there could be different things to focus on in your ad to help your business stand out and attract the right candidates.

Here are 3 examples of great job ads, each with a slightly different focus. Use any of these to help you create your own ad:

- **A well-structured ad:** Simple works because it cuts through the clutter. See how you can use bold headings and bullet points to create a clear and concise job ad. You can use this structure for almost any job.
 - **Showcasing your business:** A great way to attract people is to highlight the benefits of working for your business. See how you can use your job ad to showcase your brand and stand out to potential candidates. This is great for roles that are in particularly competitive fields.
 - **Roles with on-the-job training:** Sometimes experience is less important, which is often the case for roles where on-the-job training will be provided. See how you can encourage more people to apply by talking about transferable skills, or the qualifications on offer.
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A well-structured job ad

If you're looking to keep things simple, here's an example of a well-structured job ad that uses bolded headings and bullet points throughout. This format can be applied to any job ad.

1. SALARY

Showing a salary range is better than showing no salary at all. Job ads that display salary information usually receive more applications than those that don't.

2. BOLDED HEADINGS

Bold sub-headings break your content into clear themes. This helps people to skim-read your job ad on any screen size.

3. BULLET POINTS

Bullet points help keep your content concise. Try to make your points short and sharp, and keep these to 5 at most per section.

4. HOW TO APPLY

Instructing people on what they need to provide in their application is helpful – especially when additional documents are required, or a cover letter isn't needed.

Smith Auto

Motor Mechanic Smith Auto

1 Salary: \$60-\$70k
Sunshine Coast, QLD

About the role

We are seeking a Qualified Automotive Mechanic / Motor Technician / 3rd or 4th year apprentice to join our expanding service team.

2 Tasks and responsibilities

- Provide expert advice in relation to current mechanical condition of vehicles
- Repair vehicle engines, transmission and suspension
- 3** • Report all necessary work, service or repairs
- Maintain a safe working environment through the correct operation of all tools and specialised equipment
- Demonstrate behaviours that align with company policies, organisational values

Skills and experience

- Trade qualification as a Motor Mechanic
- Demonstrated experience in a similar role
- Current Australian driver's licence
- Previous dealership experience highly valued

Benefits and perks

- Attractive remuneration (\$60k-\$70k) plus a generous superannuation
- Receive the best training in the business with nationally recognised qualifications
- Employment security

About us