

Guidance for Writing a Job Advert

A job advert is your chance to catch the eye of the people you really want on your team. Think of it as your shop window, which can show off what's great about the role and your business, spark curiosity, and make someone feel "this could be me."

Where a job description is about detail, structure and clarity, the advert is about attraction. It's your chance to tell a story, not just list requirements. The best adverts give people a sense of purpose, belonging and excitement before they've even applied. You could have a well crafted job description, but it won't get you the best candidates if no one knows to apply.

The tone should be clear, human and inspiring. That doesn't mean overselling or promising the world, it means writing in a way that feels approachable and authentic. Imagine speaking directly to the person you'd love to hire, and describe the role in a way that makes them want to be part of it.

Remember, the advert is often the first impression someone gets of your business. A dull, jargon-filled, corporate advert suggests a dull, jargon-filled, corporate workplace. An open, welcoming, energetic advert tells candidates that you value people and culture as much as skills. The goal is not just to get applicants, it's to get the right applicants excited to apply.

Job Title

Use a job title that makes sense in the real world. Ask yourself: what would the person I want to hire type into a search engine or a jobs board? That's the title to use. While quirky internal titles might work inside your business, externally they just confuse and could stop the right people finding you. And make sure it matches the job description so it doesn't cause confusion when they read that.

Location

Be upfront about where the role is based, and be clear if it involves travel, studio work, or being on location. If you offer hybrid working, remote options, or flexible hours, say so, flexibility is a big draw for many candidates and can widen your talent pool significantly.

Contract Type

Tell people clearly what kind of role this is; permanent, fixed-term, part-time, freelance. Great candidates won't waste time applying if the contract doesn't suit their availability, so transparency here helps everyone.

Salary/Rate

This is one of the first things candidates look for, and leaving it out really puts people off. If you can, always include a figure or at least a range. It builds trust, sets expectations and makes you stand out from the many "competitive salary" adverts that frustrate candidates. Being open about pay is also proven to encourage more diverse applications.

About Us

This is where you tell people who you are and why they'd want to join you. Keep it short but meaningful, two or three sentences is plenty. Talk about what you make, who you make it for, and what kind of team you are. Mention your values if they're central to how you work. Avoid cutting and pasting a corporate mission statement, instead imagine you're describing your company to a friend in a way that feels genuine and engaging.

About the Role

Here you paint the big picture of the role. Instead of listing every task, explain why the role exists and what difference it makes. Think about how to describe it so the candidate can imagine themselves in the job. For example: "As Production Coordinator, you'll be the

person who makes sure every shoot runs smoothly, booking crew, managing logistics and keeping everyone on the same page.” Keep it lively and purposeful.

Key Responsibilities

This isn't a copy-and-paste from the job description, it's a taster. Pick approximately four of the most important things the role involves, ideally the ones that make it sound appealing and clear, and that they are the key requirements for the role. Think of it as showing the highlights rather than the whole list. This gives candidates enough to understand the role, without overwhelming them with detail.

About You

This section is all about helping candidates picture themselves in the role. Write it in a way that feels inclusive and encouraging. A good approach is “We're looking for someone who...” followed by qualities, skills or behaviours.

Avoid language that could suggest a preference for a particular age group. For example, phrases like “young and energetic” or “mature and experienced” can be discriminatory and may deter great candidates.

Focus on the skills, qualifications, and behaviours needed to do the job, not how long someone has been working or their stage of life.

Be realistic: keep your essentials clear, but don't create a long list that risks scaring off brilliant people who might not tick every single box. Label what's **essential** and what's **desirable** so candidates know where the bar is. For example:

- Experience coordinating shoots (Essential)
- Confident with scheduling software (Desirable)

If you're including experience requirements, be specific about the type of experience rather than the number of years. “Experience managing budgets” is fairer than “10 years' experience”.

This is also the perfect place to reflect your corporate values. If creativity, integrity or collaboration matter to you, show that by linking them to behaviours you want to see in the role.

What We Offer

This is your chance to shine. Think of it as the place where you answer the candidate's silent question: “*Why should I choose you?*”

Don't just talk about pay, highlight the full package of what working at your business is like. This includes tangible benefits such as holiday allowance, pension, healthcare, training budgets or flexible working, but also the intangibles: the exciting projects, the opportunities to grow, the creative freedom, the supportive culture, the brilliant people they'll be working with.

Write them in a way that feels real and human. For example, “25 days' holiday plus Christmas shutdown so you can properly switch off” feels more appealing than “25 days' holiday.”

If you're a smaller business without a long list of formal perks, focus on the things that make you unique and enjoyable to work with. Honesty and warmth count for a lot here. Talk about the things you *can* offer, autonomy, variety, great development, team spirit.

This section is where you sell the experience of working with you, not just the role itself.

How to Apply

Keep this simple and welcoming. Tell people what you'd like them to send (CV, short cover note, portfolio, showreel), where to send it, and by when. A named contact person makes it feel more human. If you're flexible, for example you're happy to accept a short video instead of a cover letter, say so. The easier and friendlier you make the process, the more quality candidates will apply.

Our Commitment to Inclusion

This is an opportunity to make candidates feel genuinely welcome. Go beyond the standard one-line disclaimer if you can. Be clear that you want people from underrepresented backgrounds to apply and that you'll make adjustments where needed. The more authentic and personal this sounds, the more likely people are to believe you and apply.

Final Tips

- Write as though you're speaking directly to the person you'd love to hire.
- Make it exciting, not dry, show what's in it for them as much as what you want from them.
- Keep it clear and concise, but don't lose warmth and personality.
- Remember, adverts are about attraction. The detail belongs in the job description, the advert is the hook.
- Ensure the language you use is inclusive, not gendered.