

# The Revise Guide to Creating Psychologically Appealing Job Ads

*It all starts with your job ad. Mastering the art of job ads is an essential part of attracting the right candidates for your roles. This quick and easy guide will provide you with our focused insights into creating ads that resonate deeply with potential applicants.*

## Understand Your Audience

Research the demographic and psychographic characteristics of your target candidates. This understanding helps tailor the language and content of your ads to appeal directly to their desires and needs.

Describe how the position impacts the company and its stakeholders. Emphasise the direct contributions the candidate will make and the difference their work will bring, which can be a significant motivator for purpose-driven candidates.

Use inclusive language that invites diversity, showing your commitment to a welcoming workplace. Mention specific diversity policies or initiatives to reinforce this message.

Highlight growth opportunities and career paths available within your organisation. Mention specific examples of recognition programs that celebrate employee achievements.

Emphasise the stability of your company and the job security associated with the role, especially effective in uncertain economic times.

Describe your company's mission and values, and illustrate how the role contributes to these. Include testimonials or quotes from current employees that reflect the company's supportive culture.

## Optimise Your Job Ad's Structure

### Headline

Create an eye-catching headline that captures attention and reflects the role.

### Introduction

Start with a strong hook that outlines the unique selling points of the job and the company.

### Detailed Description

Use clear, concise language to describe the role's responsibilities and qualifications. Include elements that address the psychological triggers.

### Check Your Tech

Ensure all links in the digital ad are working correctly and lead to the correct application pages. If the ad is for social media or an online job board, utilise the platform's features to maximise reach and engagement.

### Feedback Loop

Encourage candidates to provide feedback on the job ad process to continually refine and optimise your approach.

*At Revise Recruitment, we're dedicated to not just filling positions but building teams that thrive. Contact us for more detailed support on creating effective job ads tailored to your specific needs.*

*Revising Careers, Teams, Business, and Recruitment.*