



JGP

Optimising Talent Acquisition

JOB ADVERT TEMPLATE

Optimise your job adverts with this
template by JGP Resourcing

JOB TITLE

Tips: Keep your job title as simple as possible. This is the first thing the candidate will see when they're searching for your role so make sure it's something they'd recognise and have a basic understanding of. The keywords in your job title also affect where your advert appears when being searched for, so regularly searched terms like 'social worker' or 'housing officer' are more likely to appear higher up the page.

OPENING PARAGRAPH

Tips: Your opening paragraph should persuade candidates to read on and find out more about the position. You should give a brief outline of what the role is, the location and one of its major selling points, such as a unique benefit or aspect of the job. Much like your job title, using relevant keywords right at the start of the advert, such as the location, experience level and job type, will reaffirm the kind of role you're advertising.

ABOUT THE JOB

Tips: You don't need to cover every aspect of the job description in this section, just the most important bits. Try and split out the three most important parts of the job to keep this section brief enough for candidates to stay engaged, while also giving them valuable information about the job that will make relevant candidates want to apply.

ABOUT YOU

Tips: Candidates will often view this section to get a feel for whether they're the right perso for the role. Again, you can pick out the three most essential criteria from the person specification and outline them to candidates. Make sure you don't just list the role requirements but say how these skills will be used in the day-to-day activities of the job.

ABOUT US

Tips: This is where you can really start to sell yourself as an employer. List some of the benefits you offer, such as generous annual leave and flexible working. Try to tailor these to the audience you're targeting as well. More experienced applicants will probably be more interested in hearing about your pension scheme than apprentices!

As well as the organisation as a whole, think about the specific selling points of the department they are applying for. Is it a small, friendly team or a busy, bustling office? Any awards you have won or exciting projects you have coming up are also worth mentioning in this section.

APPLICATION PROCESS

Tips: Keep this section short and sweet. Mention the basic application method and what they'll need to know before clicking the apply button. Finish with a call to action such as 'apply now' to give candidates a sense of urgency to go on to submit an application.

FULL EXAMPLE ADVERT

Social Worker

Now is an exciting time to be joining the London Borough of Lewington's Children's Social Care service. We are looking for experienced Social Workers to join our growing team in the heart of our vibrant community.

This is an exciting opportunity to take the next step in your social work career and make a difference to children's lives while making the most of the fantastic personal development opportunities we have available.

About the Job

You'll be on the frontline delivering social care services across the borough, responding to those in need of social care support and taking appropriate safeguarding action as required.

You'll independently manage caseloads, working directly with children, young people and their families/carers. Carrying out longer term social work, you'll also be involved with child protection cases and court proceedings.

About You

You will be committed to integrating systemic practice in all of your work, and confident in delivering direct work interventions with families. We'll look to you to remain focused on continual professional development and always be willing to improve upon your intervention work.

Additionally, you will be able to effectively assess, manage risk and plan in an outcome-focused way. The successful candidate must have a recognised Social Work qualification and currently be registered with Social Work England.

About Us

Working in the award-winning Children's Social Care department at Lewington, you'll join a close-knit team that is fully committed to helping young people across the borough live their best lives possible.

We'll make sure you have everything you need to succeed with us. You'll receive a comprehensive personal development programme, ensuring that you feel confident in your work, as well as a great benefits package including generous annual leave, local government pension scheme and childcare vouchers.

The council has also invested heavily in upgrading our IT systems for remote working, making flexible working more accessible for all of our employees.

Application Process

We wish to make the application process as straightforward as possible, so we just ask that you upload your CV and provide further information against a couple of specific questions.

Don't miss out on our excellent social work opportunity in London.

Apply today!



GET IN TOUCH TODAY

JGP have helped many of our public sector clients optimise their hiring process.

Reach out to us via

info@jgp.co.uk