

THE PERFECT JOB AD

BUILDING YOUR CHAMPIONSHIP TEAM BEGINS WITH VIEWING JOB-SEEKERS AS CUSTOMERS AND YOUR OPENING AS THE PRODUCT. PHILIP SMITH OF TORONTO-BASED RECRUITING FIRM HUTCHINSON GROUP INC. REVEALS HOW TO SELL IT BY KARA AASERUD



COME SHARE IN OUR SUCCESS!

Imagine working with an industry leader where excellence in customer service and field expertise are standard. As one of Canada's fastest-growing retailers, we place a high value on establishing a workplace where people are challenged and respected every day.

WQP

STORE MANAGERS

We're looking for results-oriented professionals capable of assuming bottom-line responsibility in the pursuit of service excellence and social responsibility.

- You are a hands-on leader passionate about retail and customer service. You have the ability to manage stores that accurately reflect customer needs and have the business savvy to respond with the right product mix and services.
- You have a successful track record as a manager in a high-volume retail environment and several years of management experience.
- You have superior leadership and human-resources skills and in-depth knowledge of inventory management and merchandising.

WHAT'S IN IT FOR YOU?

Our environment is fast-paced and results-driven. Our team is energetic, intelligent, hard-working and eager to use their talents to achieve excellence in customer service. We offer a competitive salary, plus:

- Discounts on products
- Health and dental benefits
- Three weeks vacation to start
- Performance-based rewards
- Training and other tools and resources for success
- Advancement opportunities

Apply on-line at www.yourcompanyname.com or fax your resumé by December 1. We thank all applicants; however, only those selected for an interview will be contacted.

Callout 1: Your headline is the first thing candidates see. "Make yours stand out by inspiring people and calling them to action," says Smith. Define your audience; then appeal to them in a few descriptive and exciting words.

Callout 2: "Consider this a type of business card," says Smith. "Have you won any awards? Do you do have any innovative initiatives? Use these points to sell your company as a great place to work."

Callout 3: Your ad should inspire people and also create a sense of urgency. Use language such as "results-driven," "energetic" and "fast-paced" to motivate candidates to act quickly.

Callout 4: The job title should be recognizable, clear and descriptive of the job. Avoid using industry-specific terms and abbreviations, which can alienate readers.

Callout 5: Be as specific as possible with job descriptions and responsibilities. "HR departments are inundated with respondents that don't fit the profile because an ad was far too general," says Smith. Use a friendly, conversational tone to describe key duties, career advancement opportunities and "must have" skills. But beware: list too many skills and you'll run the risk of too few candidates responding for fear of rejection.

Callout 6: Use bullet points and white space between paragraphs to make your ad more legible and attractive. Limit it to five points, due to the short attention spans of your readers.

Callout 7: Offer a variety of response options to make it easy for candidates to apply. Also, clearly state what your response will be; if there isn't going to be one, then you need to say that.

Callout 8: Stress the benefits. Most job ads tend to focus on what the company needs rather than what applicants might gain. Pique the interest of prospective candidates by promoting your company's perks and benefits. Include the salary in your job ad only if your range is competitive to other jobs on the market.