

The Department of Employment  
and Workplace Relations presents



# Hiring Outside the Box

Effective Job Ads, finding great staff

BUILD YOUR RECRUITMENT TOOLKIT


February 2024



# Advertising a job

Creating job advertisements that motivate individuals with the right skills and attributes to apply

Key things to consider when writing the perfect job ad



What does your recruitment toolkit look like?



Is the job advertisement....

- Right for the target market?
- Inclusive?
- As an employer, are your expectations too high?

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A well-written job ad will help you to attract great talent, promote your company's brand, and build great talent pools.

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**Jessica Yuan**  
Senior Recruiter  
IKEA

[www.ikea.com/au](http://www.ikea.com/au)

## Job ad format

- Most important items at the top - job title, location, full/part time etc
- Make the first 40 words engaging
- Short overview of what the job opportunity is about
- Write in plain language - simple sentences, easy to understand
- Use subheadings and short paragraphs and bullet points for lists
- Be consistent, transparent and set expectations
- Include, benefits, rewards and culture
- Remuneration
- Specific location of your job
- Be consistent, transparent and set expectations
- Job requirements include:
  - a specific, clear and realistic description of the job requirements
  - asks, responsibilities, level of experience needed and skills
  - 'What you'll do' and 'What we are looking for'
  - qualifications and licences if needed
    - don't add things that are not essential to the job
- A short overview of your company
- How to apply (needs to be easy).

## More than just a job description

**How a position is advertised is crucial to attract the people you want for the job**

**A good advertisement will focus on the essential skills and abilities needed to do the job**

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# Employee value proposition

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It's a mix of tangible and intangible benefits of why someone would choose to work at one organisation over another

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Candidates and employees are more focused on their individual experience at an organisation than ever before

Employers need to adapt accordingly to attract and retain talent.

## 1. Reputation

Commitment towards social responsibility and shared values. What do candidates believe and hear on the ground?

## 2. Remuneration

Salary, incentives and benefits. Are they market competitive to attract and retain people?

## 3. Growth

Environment and support to learn, develop and progress in a role.

## 4. Experience of Work

How work is done, flexibility and autonomy. Is the work environment safe, collaborative and compelling?

## 5. Values and Culture

Do the people feel valued, understood and cared for?

## 6. Wellbeing

The physical and mental health of staff and what role do leaders play in staff feeling supported, valued and welcome?





**Christian Lane**  
Senior Business  
Development Manager  
Broadbean

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## Candidate behavior



**75%** of candidates say the look and feel of a job posting has influenced their decision to apply

## External application pages

see a **50-80%** drop-off



**Short, focused** listings work best.



**Talk to your employees!**

Ask them what attracted them to the job ad?

**700-2000**

Characters

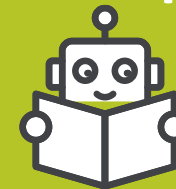
**30%**

**More Responses**



Optimal word count  
**100 - 500 words**

## Keyword Optimization



Include **3-5** relevant **keywords**

**Mention each 2-3 times**

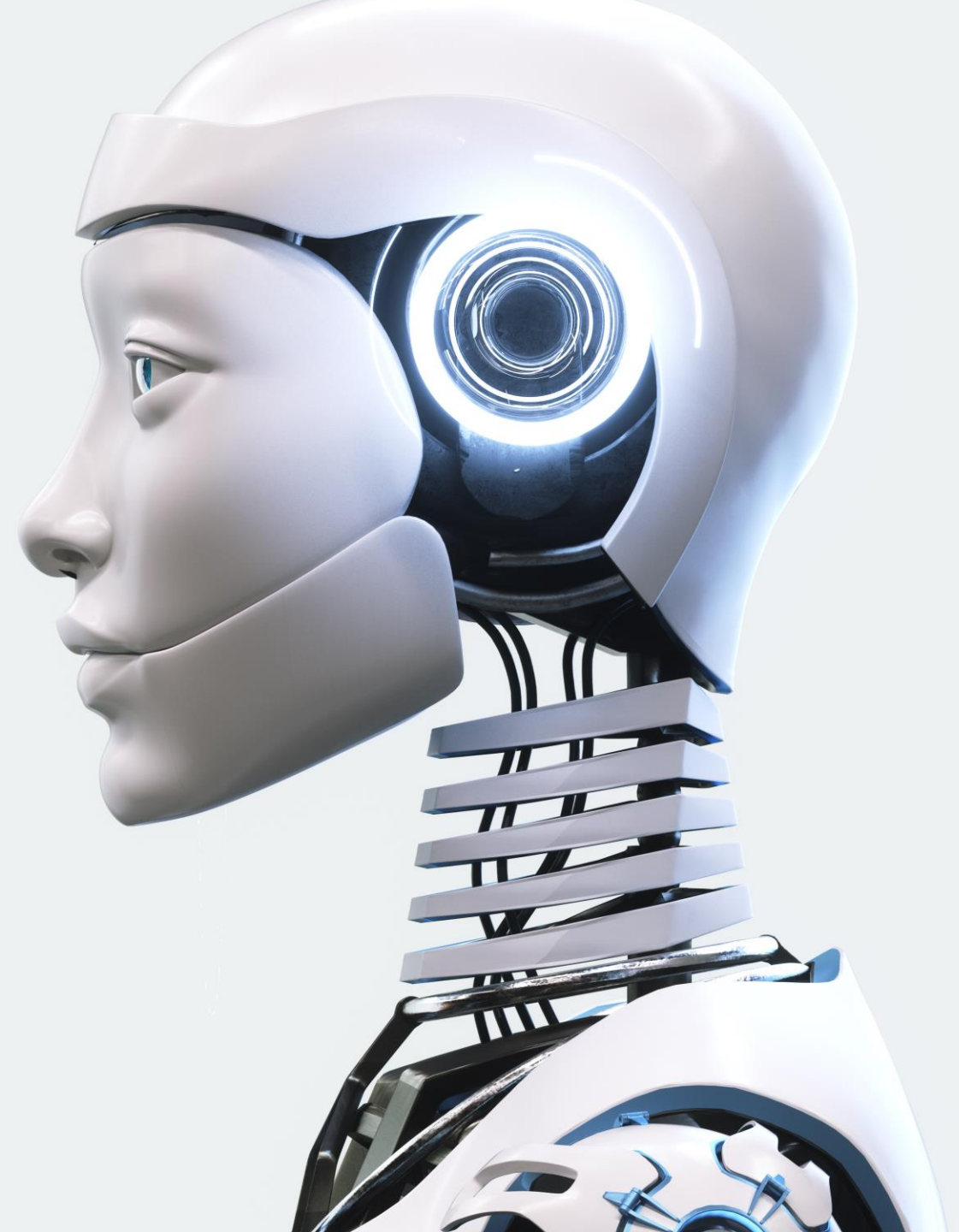
Source data: \*Broadbean, Indeed, SEEK

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[www.broadbean.com/au/](http://www.broadbean.com/au/)

“

Technology can play an important role in helping you find and hire the best candidates for your jobs





Creating value together

Samantha Zanevra

Senior Talent Acquisition

Consultant

Komatsu

[www.komatsu.com.au](http://www.komatsu.com.au)

### Apprentice Program Recruitment Process




 **Female diversity for the 2024 apprenticeship intake**

### KOMATSU Key recruiting elements

- **Employer of Choice**
- **Inclusivity**
- **Benefits**
  - Lifestyle & culture
  - Health & wellbeing
  - Career development
  - Financial benefits
  - Corporate benefits
  - Awards, recognition & rewards
- **Brand**
- **Continuous improvement**

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- **Avoid gendered Terms**
  - **Focus on skills and qualities**
  - **Use neutral titles and age-neutral language**
  - **Use accessible language**
  - **Be culturally sensitive**
  - **Use disability-inclusive language**
  - **Encourage diverse applicants**

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**Discriminatory advertising is against the law, with fines applying to organisations and individuals.**

**A discriminatory advertisement can also limit the range of applicants you attract. It is in your best interests to cast the net as widely as possible to attract a diverse range of applicants\***

\*A step-by-step guide to preventing discrimination in recruitment ([humanrights.gov.au](http://humanrights.gov.au))

# Templates and Guidelines

## Human Rights Commission

### Anti-discrimination

- [A step-by-step guide to preventing discrimination in recruitment](#)
- [Guidelines for writing and publishing recruitment advertisements](#)

## Fair Work

### Job ads can't include pay rates that are less than employees' minimum entitlements

This means that job ads can't include pay rates that breach:

- the Fair Work Act, or
- a fair work instrument (such as an award or enterprise agreement).
- [Pay and Conditions Tool](#)

<https://calculate.fairwork.gov.au/> .gov.au

### Downloadable job advertisement template from Fair Work Ombudsman:

- [Job advertisement template](http://www.fairwork.gov.au/sites/default/files/migration/766/Job-advertisement-template.pdf)  
[www.fairwork.gov.au/sites/default/files/migration/766/Job-advertisement-template.pdf](http://www.fairwork.gov.au/sites/default/files/migration/766/Job-advertisement-template.pdf)

# The job ad checklist



**Title** - short, snappy, searchable



**Format** - keep the process streamlined, simple and engaging



**Requirements** – compelling job description, key responsibilities and opportunities for growth  
- only have “must have” requirements and qualifications



**Search Engine Optimisation (SEO)** - keywords to increase visibility



**Benefits** - clearly communicate benefits to make the position more appealing



**Inclusive language** - attract a diverse pool of candidates and promote a positive company culture



**Legislation** - avoid discrimination and ensure that you meet Fair Work requirements



**Employer profile** - short overview of the business and include achievements



**Application** - make it easy to apply for the job. List the steps for candidates to submit their application and what is needed



**Continuous improvement** - don't forget to review to see what works!

# Important links

## How to write a great job ad (workforceaustralia.gov.au)

- [www.workforceaustralia.gov.au/businesses/help/advice/write-job-ad](http://www.workforceaustralia.gov.au/businesses/help/advice/write-job-ad)

## Employee Value Proposition Toolkit (dewr.gov.au)

- [www.dewr.gov.au/employing-and-supporting-women-your-organisation/employee-value-proposition](http://www.dewr.gov.au/employing-and-supporting-women-your-organisation/employee-value-proposition)

## Job ads – (Fair Work Ombudsman)

- [www.fairwork.gov.au/starting-employment/job-ads](http://www.fairwork.gov.au/starting-employment/job-ads)

## Guidelines for writing and publishing recruitment advertisements (Australian Human Rights Commission)

- [humanrights.gov.au/our-work/publications/guidelines-writing-and-publishing-recruitment-advertisements](http://humanrights.gov.au/our-work/publications/guidelines-writing-and-publishing-recruitment-advertisements)

## Gender Decoder (inclusionhub.com)

- [www.inclusionhub.com/diversity-equity-inclusion/genderdecoder](http://www.inclusionhub.com/diversity-equity-inclusion/genderdecoder)

## Inclusive AI at Work: Unconscious bias and artificial intelligence in recruitment and selection (dca.org.au)

- [www.dca.org.au/wp-content/uploads/2023/06/dca\\_ai\\_infographic\\_final.pdf](http://www.dca.org.au/wp-content/uploads/2023/06/dca_ai_infographic_final.pdf)



Register with  
Workforce Australia for Business  
and start advertising jobs today

[workforceaustralia.gov.au/business](http://workforceaustralia.gov.au/business)

+ Connect your system to our website

Through an Application Program Interface (API), the department's software and your business software can connect, and you can set up and manage job advertisements directly from your system.

[Connect your system to our website \(workforceaustralia.gov.au\)](http://workforceaustralia.gov.au)

## Department resources

### Workforce Australia for Business

- [www.workforceaustralia.gov.au/businesses/](http://www.workforceaustralia.gov.au/businesses/)
- [www.dewr.gov.au/workforce-australia/resources/workforce-australia-business-factsheet](http://www.dewr.gov.au/workforce-australia/resources/workforce-australia-business-factsheet)

### Inclusive recruitment

- [www.dewr.gov.au/employing-and-supporting-women-your-organisation/inclusive-recruitment](http://www.dewr.gov.au/employing-and-supporting-women-your-organisation/inclusive-recruitment)

### Local Jobs Program and Employment Facilitators

- [www.dewr.gov.au/local-jobs/employment-facilitators](http://www.dewr.gov.au/local-jobs/employment-facilitators)

### Hiring Outside the Box

- [www.dewr.gov.au/employment/hiring-staff/hiring-outside-box](http://www.dewr.gov.au/employment/hiring-staff/hiring-outside-box)

### Factsheets

- [Inclusive recruitment](#)
- [Specialist Supports for Business](#)

[engagement@dewr.gov.au](mailto:engagement@dewr.gov.au)

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