Write a good job ad

Be too narrow and you could miss out on the best people. Keep an open mind on the perfect fit. Mindset and life experience are better measures of a strong hire than image or age.

Use this worksheet to think about:

- what you need the person to do
- skills and attributes to ask for
- what to write so you don’t miss out on great people.

Tip
Remember, jobs change
If someone is leaving, ask what they do vs. what you hired them to do. Ask co-workers what’s needed to do the job well.

Prepare
Think about key tasks, skills and attributes to include in your ad.

1 Tasks you want done

- Greet customers
- Take bookings

2 Skills needed

- Essential knowledge
- Experience learning new software
- Can learn on job
- How to use our booking software

3 Attributes needed

- Essential for role
- Calm with difficult customers
- To fill gaps on team
- Confident making cold calls

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Self-assessment:
Skills you have and what you need

Write
Include expected tasks, skills and attributes – and remember:

- Words matter
  Don’t exclude people by using stereotyped or ageist language.
  - Avoid
    Digital native
    Energetic
    Suits new graduate
  - Use instead
    Open to new systems
    Passionate about...
    Entry-level position

- Be clear on challenges
  As well as the pros, share what’s hard about the job. You’ll save time sifting through less serious candidates.
  - If you can be flexible, say so
    Flexible working appeals to all ages. Good people may be put off if they don’t think it’s an option.

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For more information, see business.govt.nz/hiring people