# Write a good job ad

business. govt. nz

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.

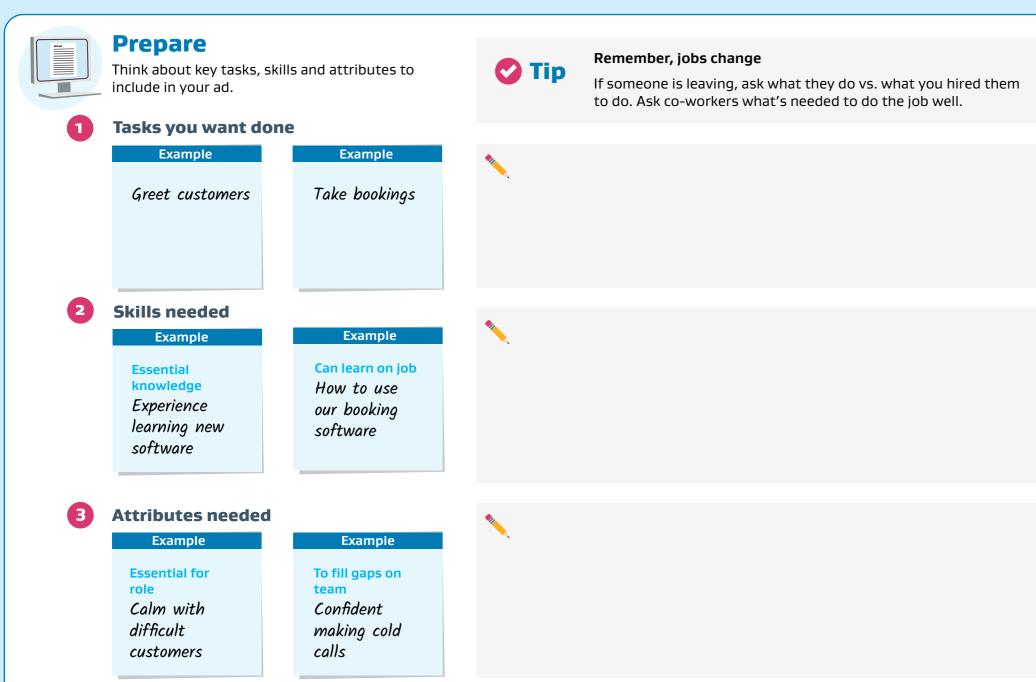


## Use this worksheet to think about:

- 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.



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 Use instead

Digital native Open to new systems

Energetic Passionate about...

Suits new graduate 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.



Take the quiz: <u>How flexible are you really?</u>