

Write a job ad that gets hits



QCROSS acknowledges Aboriginal and Torres Strait Islander people as the original inhabitants of Australia and recognises these unique cultures as part of the cultural heritage of all Australians. We pay respect to the Elders of this land; past and present.

Session outline

- Position descriptions
- Job ads
- Targeted roles
- Accessibility



What is a position description and job advertisement?

Position description (PD)

- Comprehensive document that outlines the responsibilities, knowledge, skills and qualifications required
- PD should be detailed and accurate

Job advertisement

- Marketing tool used to attract candidates to a position
- Concise and attention-grabbing
- Highlight benefits of the job and the organisation

It's important to use both in your recruitment process

Position Descriptions



Position templates...
one size fits all or
designed for a unicorn?

...because one size does not fit all...



Boilerplate PD example

- Self-motivated and able to work independently
- High level of accuracy and attention to detail
- Ability to organise and meet deadlines
- Ability to work with a diverse range of people and personalities
- Ability to foster and develop working relationships
- Intermediate to advanced Microsoft Office skills

Position description elements



Award coverage



Purpose and span
of the role



Key responsibilities



Skills, experience,
attributes required

Position description considerations

- When was it last updated?
- Essential versus 'nice to have'
- Transferrable skills
- X years of experience

Review it through a diversity lens

Job Ads



5 Components of a Job Ad

Information about
organisation/team

What the role entails



Skills, experience,
attributes required

Employee benefits AKA
employee value
proposition

How to apply

Crafting engaging job ads



Why should a potential candidate stop scrolling to read your ad?



220 Community Services ads posted for Brisbane in Seek in last 7 days



Nearly every ad – ‘passionate’, ‘caring’, ‘fixed-term’, ‘part time’, or ‘casual’

Which ad would you click on?



Disability Support Worker

7d ago

Brisbane QLD

Aged & Disability Support (Community Services & Development)

Support Workers who are passionate about making a real difference in people's lives who are living with a disability need only apply.

🔖 Save

Direct Support Worker - Metro North

7d ago

Ashgrove, Brisbane QLD

\$30 - \$40 per hour

Aged & Disability Support (Community Services & Development)

- Work on a flexible 24/7 roster in Ashgrove and surrounding areas
- Open to experience & those entering the industry, casual & part time roles
- workers now covered by the SCHADS award

Support and empower clients to do and achieve the things that matter most to them across the Metro North region including Ashgrove and other areas.

🔖 Save

Crafting engaging job ads

- Clearly articulate what makes your organisation different to other organisations for employees
- Define the role clearly – (we recommend no more than 5 responsibilities)
- Define the preferred skills/qualifications/attributes clearly – (we recommend no more than 5)
- What is your Employee Value Proposition? It's not just about the money!
- Accessible, easy to read format
- Clear call to action on how to apply
- Provide contact information
- Include DEIB statement

Inclusive language



Different words conjure up different images which can bias who applies

- Competitive, fearless and enforcement (masculine toned)
- Transparent, collaborative and supportive (feminine toned)
- Energetic, ninja, fun-loving (youth toned)
- Responsible, strategic, mentor (elder toned)



TIP: Use MIT's Inclusion Hub (free), Textio or Datapeople

What could be improved?



Dynamic Community Services Leader

Location: Queensland, Australia

Job Type: Full-Time

We're on the hunt for a driven and ambitious Community Services Leader to spearhead our innovative community initiatives.

The ideal candidate will be a charismatic go-getter, ready to tackle challenges head-on and inspire our team to new heights.

What could be improved?



Key responsibilities:

- Lead and motivate a team with a hands-on approach to deliver exceptional community services
- **Champion** our community projects, demonstrating superior leadership and **decision-making** skills
- Engage in high-level negotiations with stakeholders, utilising a persuasive and **assertive** communication style
- Drive results through strategic planning and a **relentless** pursuit of excellence

Required qualifications:

- Degree in social work, community development **or similar**, complemented by a robust track record of **leadership roles**
- At least **5 years** of frontline experience in a competitive, results-oriented environment
- **Strong** physical and mental **stamina** to meet the **demanding** pace of work

What could be improved?



Desired skills:

- **Exceptional communication** skills and **decisive** communication style
- Proven ability to work **long hours**, including weekends, as needed
- **Competitive** approach in overcoming obstacles & achieving goals

Benefits:

- Attractive salary package with performance bonuses for top achievers
- **High-energy** work environment with like-minded professionals

Application process:

- If you're a **born leader** with the **grit and determination** to succeed, send your resume and a cover letter to [email address]

Strengthened Ad



Community Services Leader

Location: Queensland, Australia

Job Type: Full-Time, Flexibility Available

We're seeking a skilled and experienced Community Services Leader to develop the team capability and implement our innovative community initiatives designed to deliver better outcomes to our clients.

Key responsibilities:

- Lead and motivate a team with a hands-on approach to deliver quality community services
- Champion our community projects, demonstrating good leadership and decision-making skills
- Negotiate with stakeholders to facilitate the development and delivery of key initiatives

Required qualifications:

- Formal qualifications or equivalent in social work or community development, or similar
- Substantial frontline experience, including in leadership roles

Strengthened Ad



Desired skills:

- Clear written and spoken communication skills & a communication style supportive of delivering great outcomes
- Able to draw on a range of skills to overcoming obstacles & achieve goals.

Benefits:

- Attractive salary and bonus package
- Supportive work environment, including professional development opportunities and mentoring from industry leaders
- Flexible working arrangements available.

Application process:

- Even if you don't think you meet all the requirements, if this role sounds like it could be for you, please reach out for a further discussion.
- We pride ourselves on being an inclusive organisation. If you need any adjustments to fully participate in this recruitment process or beyond, please let us know.

Job Ad One

"We are seeking communication professionals for the development and provision of highly effective and targeted internal communication strategies. If you're passionate about internal communications, love collaborating, thrive working in a flexible but fast-paced environment, are experienced taking a digital-first storytelling communications approach and are an 'out-of-the-box' thinker with fresh ideas and creative flair, we encourage you to submit your application."

Job Ad Two

"Exciting opportunity for an independent self-starter with a background in human resources, industrial and or employee relations who is looking to kick start their career as a practitioner in a challenging, contemporary and highly unionised employee and industrial relations environment. If you're a confident and decisive high performer who wants to be a future leader in this industry, this is the role for you."

Targeting different people



“We are seeking communication professionals for the development and **provision** of highly effective and targeted internal communication strategies. If you’re passionate about internal **communications**, love **collaborating**, thrive working in **flexible** but fast-paced environments, are **experienced** taking a **digital-first** storytelling communications approach and are an **‘out-of-the-box’** thinker with **fresh ideas** and **creative flair**, we encourage you to submit your application.”

“**Exciting opportunity** for an **independent self—starter** with a background in human resources, industrial and or employee relations who is looking to **kick start** their career as a practitioner in a **challenging**, contemporary, and **highly unionised** employee and industrial relations environment. If you’re **confident** and **decisive high performer** who wants to be a **future leader** in this industry, this is the role for you.”

Targeting different people

On the previous slide, language was used which will influence who the job ad reaches and who applies.

Words that represent transparent, collaborative, and supportive (feminine toned)

- provision
- communication
- collaboration
- flexible

Words that represent competitive, fearless and enforcement (masculine toned)

- independent self-starter
- challenging
- highly unionised
- confident
- decisive
- high performer
- leader

Words that represent energetic and fun-loving (youth toned)

- creative
- fast-paced
- digital-first
- fresh ideas
- 'out-of-the-box'
- exciting opportunity

Words that represent responsible, strategic, mentor (elder toned)

- responsible
- strategic
- mentor
- experienced

Inclusive language and diversity statements

Prioritise

Prioritise inclusivity and emphasise accessibility

Eliminate

Eliminate industry jargon and gender coded words

Craft

Craft a strong diversity statement & encourage diverse applications

Update

Regularly update your ads to reflect best practice

Lead

Lead by example by showcasing your DEIB initiatives

DEIB Statements



Don't meet every single requirement? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. At xxx we are dedicated to building a diverse, inclusive and authentic workplace, so if you are excited about this role but your previous experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyway. You may just be the right candidate for this or other roles.



If you would like to request any workplace adjustments so you can fully participate in this recruitment process, please let us know so we can accommodate you.

Diversity statements - Coles and QUT



We believe in creating safe spaces for inclusivity to flourish and we know that diversity is our strength – see our commitment. If you're curious, innovative, and ready to experience what a career at QUT can offer, we're ready to meet you.



We value flexibility and encourage our team members to work in ways that meet their work/life commitments and support their wellbeing. We work hard to create a safe and inclusive environment for all, and most importantly, we're all about creating better experiences – for our customers and for each other.

Employee Value Proposition

Different employee groups will value different things, so consider having multiple EVPs

- Includes:
 - Remuneration, bonuses and other financial benefits
 - Leave options and flexible work options
 - Learning and development, mentoring, career development options
 - The type of work employees get to do
 - How employees get to work, e.g., do they have autonomy, collaboration opportunities, flexibility in how they work
 - Employee Resource Groups

Best practice considerations for Targeted Positions

Understand the target demographic

- **Research needs and preferences:** Understand the characteristics, needs, and communication preferences of the demographic group you're targeting. This might include preferred platforms for job searching, language sensitivities, and cultural considerations.
- **Community engagement:** Engage with community leaders and organisations that represent or work closely with the target demographic. Their insights can guide your advertising strategy to be more inclusive and appealing.

Best practice considerations for Targeted Positions

Crafting the job advertisement

- **Inclusive language:** Use language that is welcoming and inclusive, avoiding jargon or terms that might inadvertently exclude people. Ensure the language reflects the values and culture of the demographic group.
- **Highlighting diversity:** Clearly state your organisation's commitment to diversity and inclusion, emphasising policies, practices, or cultural competencies that make your workplace welcoming for the target demographic.
- **Role representation:** Showcase testimonials or stories from employees within the same demographic group, demonstrating the organisation's supportive environment and career growth opportunities.

Is your ad accessible?



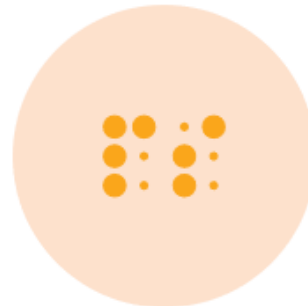
If people can't read your ad or apply for the role, you've just limited who can apply



Make sure it can be read with a screen reader or other assistive technology (including any pictures or videos)



Make sure it can be navigated without using a mouse (with just the keyboard arrows)



Use a font that is readable for people who are vision impaired or have dyslexia (e.g., at least size 12 font, no italics, no impenetrably dense paragraphs of text, and does not use a serif font)

Is your application process accessible?



- Allow people to apply from their phone rather than a computer
- Match the level of the role, e.g., are you expecting a two-page cover letter addressing the selection criteria for a three-month contract role in an entry-level role?
- Allow for a spellcheck function to be used on their application
- Allow people to navigate the application form just by using their keyboard
- Allow people to use a screen reader or other assistive technology.

Application process - accommodations



Simplify the process



Highlight accommodations available



Accessible formats for applications



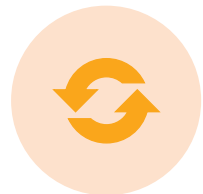
Contact for queries



Inclusive timing



Feedback mechanism



Continuous improvement

Write a job ad that gets hits



Sophia Petrov

National Manager
Policy and Engagement
COTA Australia



Claudia Stevenson

Professional Advisor
National Disability Recruitment
Coordinator (NDRC)
Job Access



Anaab Rooble

Manager, Diversity and
Inclusion
Victorian Department of
Families, Fairness and
Housing.

Next session

Where is everybody? Find the candidates you're looking for

Tuesday, 23 April 2024: 10:00am - 11:30am



Thank you

Join us at upcoming sessions in our series

“Supporting Diverse Workforces”

Supporting Diverse Workforces is proudly funded by the Queensland Government
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