



# 9 tips for writing advertisements that are a joy to reply to

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1

## WRITE ABOUT WHAT IS INTERESTING FOR YOUR FUTURE COLLEAGUES

Are you wondering how to write an advertisement that will attract a new talented colleague? At least for a while, forget the skills, experience and education required for the given position.



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Write an advertisement that clearly explains **what the new colleague will do**. The feedback from applicants shows that this is very interesting for them.

//

*Will they be looking for new clients?*

*Pamper existing clients?*

*Create a new website that will grip hearts and minds?*

//

Only after you have an answer to these questions, image what **the ideal applicant should look like** and think about **what drives them forward**.

Different **benefits** can be used to motivate an experienced middle-aged expert with two children and a fresh graduate who wants to travel and learn new things.



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.....

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1

There is one thing that motivates everybody. Is money the first thing that comes to mind? Wage is an important motivation, yet it is far from the most **important** factor. We are talking about

## meaningful work

**Describe your position** in a way that allows the applicants to **identify themselves** with your product and to find the work meaningful.



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Don't forget to **have your colleagues read the advertisement**, and most importantly have someone in the same or similar position read it. You would be surprised how often it happens that someone in the same position **does not understand** that the advertisement describes their position. **Be open to suggestions.**



### One good example:

#### What you can expect:

- You will be working for a successful bank that people like and where good ideas really do come true.
- You will feel good for helping clients find a better use of their money.
- We promise you that you will not be bored. In the branch you will solve various requests of clients, think about how to improve our services or study websites of our competition to be ready to answer questions about why we are better than them

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## OFFER WHAT PEOPLE TRULY WANT

Food vouchers, training seminars, social securities — these are offered by most good employers. If you want people to fight for the position, you need to offer **benefits that are now in:**



**Flexible employment**






**Colleagues  
and work environment**



**Salary**

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representation of individual benefits: positions at Jobs.cz		2015 / Q1	2010
	food vouchers	37 %	31.2 %
	extra days off	35.3 %	27.1 %
	courses and training seminars	33.8 %	29.9 %

Source: Jobs.cz, May 2015

2

Will people really want to work for you only because you send them to a seminar from time to time?

Statistics from Jobs.cz clearly indicate that they are increasingly looking for flexibility. Positions that offer some kind of

## flexible employment

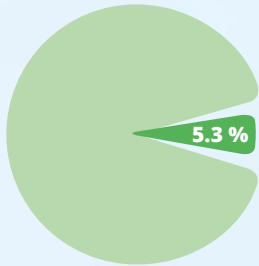
report about

**40 % more replies from applicants.**

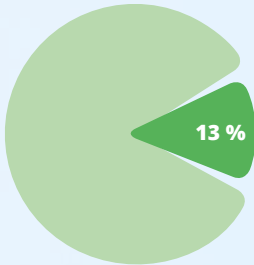


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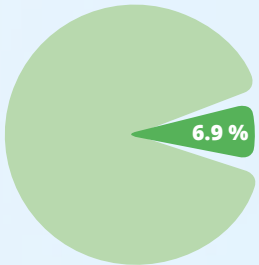
If you offer at least some kind of **flexibility**, let people know already in the advertisement. You will stand out among other employers.



**Part-time jobs** currently represent only 5.3 % of newly recruited positions



**Flexible distribution of working hours** is possible in 13 % of positions



The option to **work remotely** at least sometimes is offered by 6.9 % of positions

2

## IS IT ALWAYS ABOUT THE MONEY?

When you specify the wage in the advertisement, you will increase the number of really relevant replies. Furthermore, you will filter out those who find the offered reward too low.

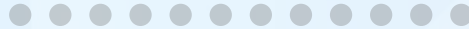


If you do not wish to show your cards (which is understandable), you can specify the fixed part of the wage (if it consists of more parts) or the wage in the trial period (if you are ready to increase the wage after this period). But work is not only about the money...



Many people enjoy **a good collective** at work. Show them that the people working for you are nice.

Feel free **to write about the team** you are looking to strengthen. Describe the future colleagues, atmosphere in the company or a likeable boss.



**Pleasant company culture and relaxed work environment** are currently the most sought-after attributes. It is easier for applicants to get on the same page and you will be contacted by applicants who are thrilled that everybody is on the first-name basis or that the whole team wears green socks on Tuesday.

## SAY GOODBYE TO EMPTY PHRASES



Find an advertisement for a similar position as yours.

Does it contain phrases that **bore you?**

Do you maybe have these phrases in your own advertisement?

- Background of a stable company
- Possibility of professional and personal growth
- Willingness to travel
- Pleasant work environment
- Young and friendly collective
- Time flexibility
- English on intermediate level
- Dynamically developing company



Our research shows that a lot of people **don't know what to imagine** under these phrases and even find them **annoying**.

Why should people want to work for a company whose advertisement screams **impersonality**?




**Describe requirements or information about the company clearly and understandably.**


You claim that you are a dynamically developing company. Does that mean you are a start-up? Or that last year you grew by 50 % or recruited 5 new colleagues?


# 3

## The right way to do it


 We require willingness to travel




 You will spend 1 to 2 days a week travelling and meeting with our clients.


 Pleasant work environment



 We work in an open-office (with enough space for everybody) and we have a fully equipped kitchen.

 We require high school/university education



 We are looking primarily for somebody with university education but we will not turn down a skilled applicant with high school education and practice in the field.



Recruitment question for 1000. What position is this advertisement for?

A Tantric masseuse

B Account manager

C Telephone operator

**We offer:**

- Flexible working hours
- Possibility to determine in advance how many days you want to work
- Highly above-average salary
- Work in an inspiring team with interesting clients
- High-quality work environment
- Pleasant, joyful and stimulating work
- Regular team supervisions
- Support for education and recommendation of specific courses and tutors

*(As is correct, we took the text from jobs.cz and made minor changes)*

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## MAKE SURE TO REPLY TO EVERYBODY

Over **72 % of applicants** that reply to an advertisement **never receive an answer**.



72 %

This is good news for you — you can make a **positive** impression quite easily. It is simple:



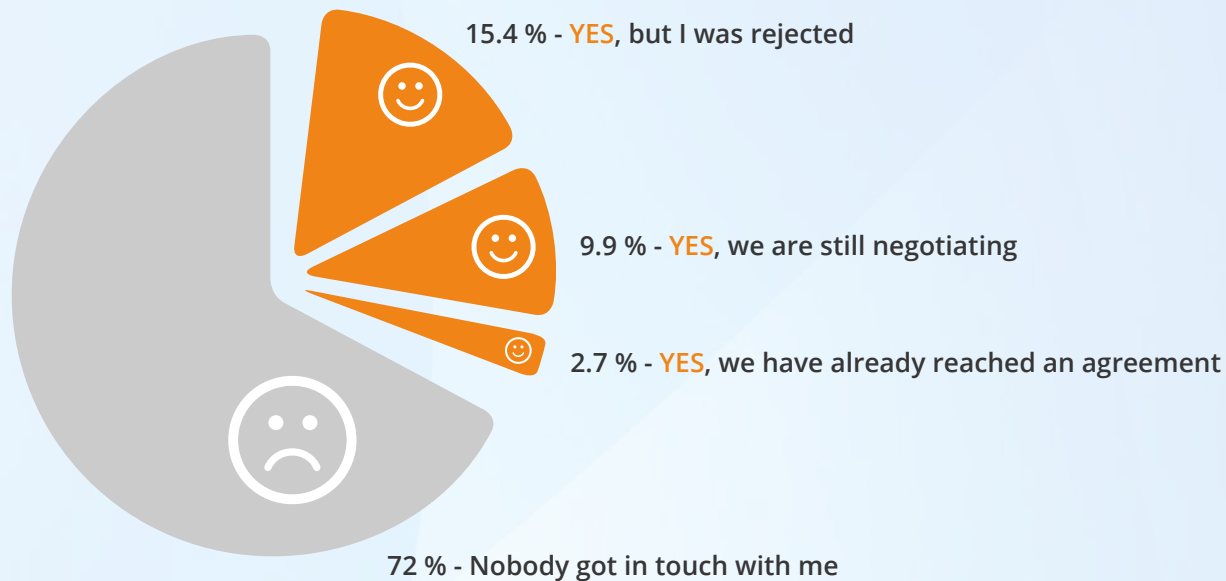
**talk to the applicants**



Who knows, maybe the applicant is also your **client** or someone who is still **developing** and in a few years you will fight for them with the **competition**.

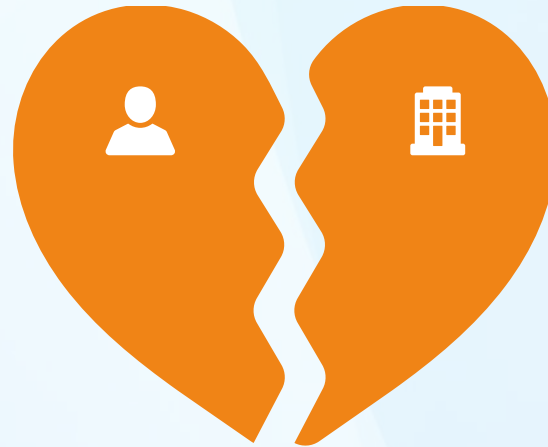
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**“Two weeks ago you replied to an advertisement at Jobs.cz Have you been contacted by anyone from the company?”**



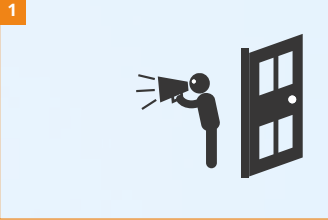
4

Maybe you are wondering **why** you should care whether the dozens of applicants that write you every day **receive a reply** or not. Just imagine: What would you think of a company that does not reply to your greeting after you enter?

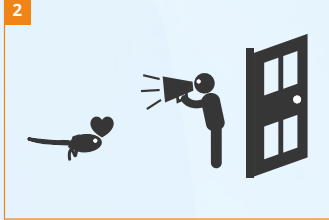


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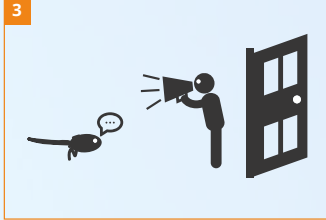
## Do you really want to lose future applicants?



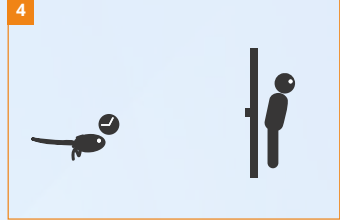
"We have openings, reply",  
announces a HR specialist  
in an advertisement.



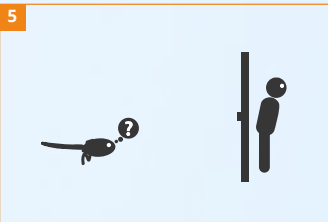
The applicant likes the  
position...



...replies— sends the CV,  
accompanying letter and fills  
in the questionnaire.



And they wait for a reply.



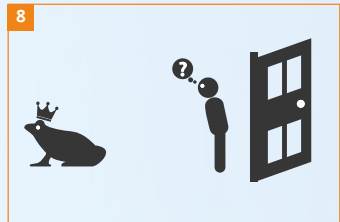
Nobody is answering.  
They keep waiting.  
Yet still no reply.



So they look somewhere else.  
They gain new experience.



Later, when the company  
is again looking for new  
employees, the applicant...



..is no longer interested after  
the previous disappointing  
experience!

# 4

## What people who have not received replies to their applications told us:



*"Company YX contacted me within a week and communicated correctly. On the other hand, I would like to mention companies that have not reacted to my application at all (excluding companies that specify a deadline for contacting me if they are interested in the automatic confirmation e-mail). The following companies ignored me: - XX, XY, XZ,..."*



*"I consider it basic decent behaviour to inform the applicant even if they have not been selected. Unfortunately this is not always the case. About 80 % of companies never reply and the only form of contact is the automatic reply after sending a CV."*



*"I feel like I am sending my CVs to some kind of virtual trash bin, because so far I have not received a single reply to my application."*

(selection from a survey of Jobs.cz 5/2015)



There is nothing worse than a word of mouth that spreads like a wildfire warning applicants **not to apply at your company**. This can happen quite easily: by **not answering** to their e-mails. Remember that the Czech market is small, everybody knows each other and people like to complain about employers.

#### SO WHAT SHOULD YOU DO?



This does not mean that you have to manually write long e-mails that you received their application and when you will get in touch. Although, if you have the time, it may be appreciated. Even a **bulk message letting the applicants know that they have not been selected is more than the usual standard**.

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## DO NOT EXAGGERATE REQUIREMENTS FOR THE POSITION

Do you receive a small number of applications and you don't know why?

### Stop looking for supermen.

You should probably **review the requirements** on your position. If you are looking for someone who speaks perfects English, German, Hebrew and can program in three languages, it is **improbable** that you will receive any applications at all. You should think about which requirements are set in stone and **which are not that important**. The less important requirements can be then listed under "Appreciated skills/knowledge".





## Does your advertisement look like th

### We require:

- at least 2nd level university education
- .NET - expert (10 years of experience)
- C# - expert (at least 5 years of experience)
- German - active
- English - active
- Driving license, B group



## How to think about such an advertisement:



Applicants with insufficient computer skills



Applicants without a driving license



Applicants without sufficient education



Applicants without the required language skills



**Only this applicant meets all your requirements!**



5



### Minimum required education:

- 1st degree university education
- ~~2nd degree university education~~

Do you really need somebody with a master's **degree**?

Even a high school graduate who has 5 years of experience can be **a very interesting applicant**. The difference is that their path was formed by practical **experience** rather than academic degrees. Give them a chance.



### Computer skills — programmer:

- .NET - expert (~~10 years of experience~~)
- C# - expert (at least ~~5 years of experience~~)

There are only a few hundred of programmers in the Czech Republic who are true experts in both languages. People with 10 years of experience with .NET and 5 years in C# (a total of 15 years of experience) would fill about one class room. Do you really need 10 years of experience with a language that **develops** each year and where methods used 10 years ago are already obsolete?

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### Language knowledge:

- German – ~~active~~ *passive*
- English – ~~active~~

The requirement for at least intermediate knowledge of English is included in every second advertisement at Jobs.cz. But what does active knowledge of English mean? Will the new colleague **speak** English with other colleagues on an every day basis? Will they give **presentations** in foreign languages in front of clients? If yes, then the requirement is fully justified. **But if they will be only reading** project documentation, wouldn't **passive** knowledge of English be sufficient?



### Driving license:

- group B

We assume that it's not enough to simply have a driving license but to be an active driver. The requirement for a driving license eliminates about 1/3 of people who do not have a driving license and another 1/4 of those who are not active drivers.



**All the requirements in this advertisement are only met by at most a handful of people in the Czech Republic.**

**Wouldn't it be better to lower your requirements?**

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## IMPORTANT STARTING REQUIREMENTS



**Do not mix** together **necessary requirements** and welcomed skills/knowledge. Otherwise the applicants will feel that they **do not meet** all your **requirements**, plus they will easily overlook something important.



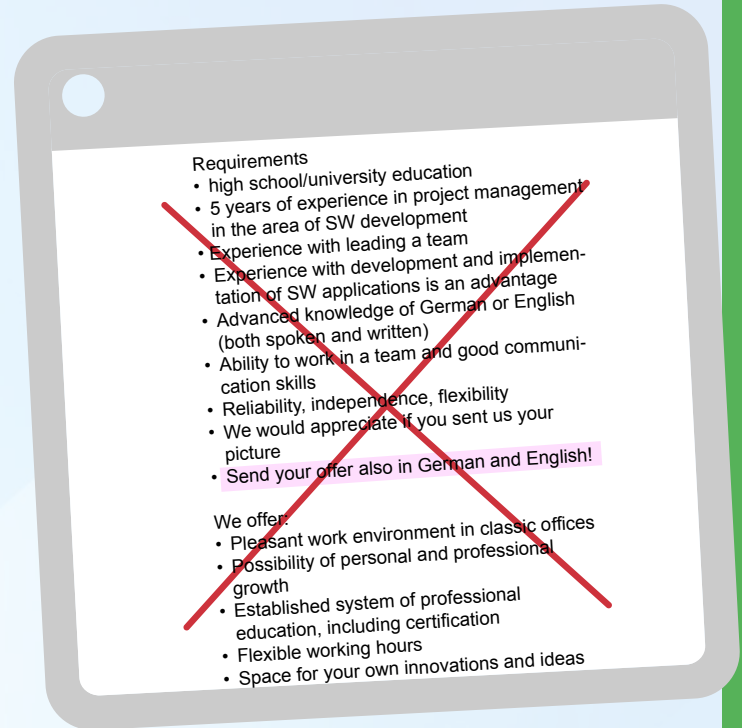
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⊗ Don't:

In the example above, a **crucial requirement** for replies in foreign languages is located at the bottom, below other less important conditions.



It would be a shame to lose an applicant only because of **an unstructured text**, wouldn't it?



## ADDRESS FUTURE COLLEAGUES DIRECTLY

Do not hide behind phrases like “the successful applicant will...” It sounds very **impersonal** and makes the advertisement harder to read.

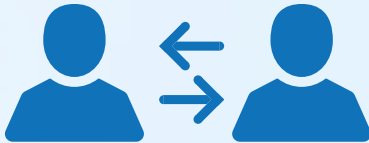
 Don't:



**Our expectation from applicants:**

- qualification to work in the area of sale and communication with clients
- ability to establish contact with other departments and clients
- excellent organization skills and willingness to work in a team
- determination and enthusiasm for performing duties
- professional behaviour
- knowledge of MS Office
- knowledge of English (German)
- driving licence – preferable

**Speak directly to people and tell them what they will be doing.** Try to imagine an advertisement for Kofola that says “He who opens a bottle of Kofola will be refreshed”. Doesn't sound right, does it?



Do:

#### **What will you need?**

- You enjoy talking to people, helping them, looking for a solution and you always see things through.
- Enthusiasm and discipline. We offer amazing products and our passion helps us sell them to the clients. You must not feel offended that some clients do not appreciate you or reject you.
- Foreign languages. Your future clients often speak English or German. Are you able to have a conversation with them?
- MS Office. You should be able to create a good-looking offer in Word and create a contingency table of sales for the previous month in Excel.
- Do you have a driving license? You will spend about 2 days a week on the road and travelling in a company-owned Octavia is undoubtedly more comfortable than travelling by train or bus.

8

## TELL THEM EXACTLY WHAT TO DO

Do you know **how many** potential future employees who read the advertisement **actually reply**?

In average only about **14 %**, i.e., about **one out of six**.

(source - internal data of Jobs.cz).



Take inspiration from an online advertisement — notice that banners often contain **a button with a call for action** – “Have a look”, “Find out more”, etc.

 Check out

Find out more 

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The majority of advertisement end with **information** that the applicant **will be contacted by the company**, if they are worth it and if Mercury and Venus happen to align...

**Let people know they you really care about their applications!**



Do:

- You will meet other optimists just like you.
- You will enjoy doing a meaningful job.
- You will get 5 weeks of well-deserved vacation and 3 sick days.
- You will work in modern, slightly unconventional offices.

Yes, we will be happy to hear from you! We carefully read each and every CV and we inform everybody whether we found a suitable position for them. Contact us.

9

## KEEP ADVERTISEMENTS SHORT

Each potential employee will be more inclined to **reply** if they know what the boss, colleagues, benefits, etc. will be like. We are happy for each such advertisement.

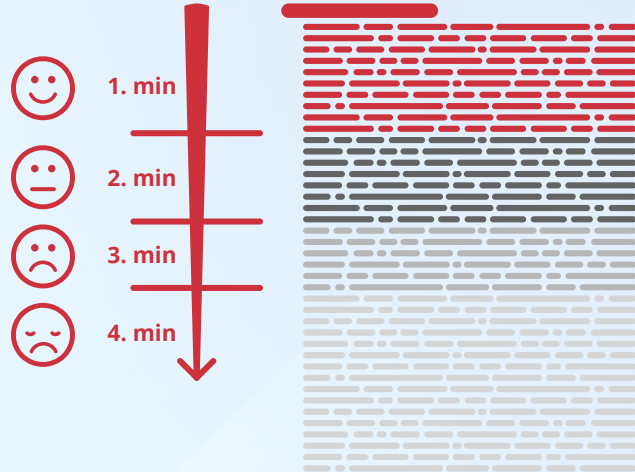
On the other hand, if you need 5 minutes to read a single advertisement, you will probably **skip it**, unless you are extremely motivated.

And let's be honest — the majority of our future colleagues are **not overly motivated** to find a new job — they are more likely just browsing.



Our aim is to make their way to us easier. This can be done by providing a **quick overview** of their future position and other advantages, which can be read in **no more than**

**one minute.**



BONUS

## HOW MANY REPLIES CAN I EXPECT FOR A POSITION?

Name of the position	Replies	Average wage
Business representative	24	CZK 31,263
Administrative worker	51	CZK 23,101
Programmer	4	CZK 45,177
Project Manager	15	CZK 43,979
Account Manager	19	CZK 36,477
Key Account Manager	19	CZK 40,159

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Name of the position	Replies	Average wage
IT analyst	8	CZK 44,914
Business director/manager	22	CZK 44,372
Back office employee	45	CZK 28,348
Call center operator	33	CZK 22,159
Constructor	5	CZK 32,772
Regional business manager	25	CZK 42,430

## BONUS

Name of the position	Replies	Average wage
Accountant	23	CZK 29,476
IT consultant	10	CZK 44,222
Mechanical engineering technician	6	CZK 30,034
Buying agent	18	CZK 33,036
Banking advisor	27	CZK 28,057
Quality inspector	7	CZK 32,429
Financial accountant	20	CZK 31,362
Mechanical engineer	5	CZK 34,832

Name of the position	Replies	Average wage
SW architect	4	CZK 52,209
Business Development Manager	19	CZK 46,751
Financial advisor	17	CZK 29,597
Mechanical engineering technologist	4	CZK 32,019
Logistician	23	CZK 33,271
Computer system and network administrator	12	CZK 37,685
<b>Total for all professions</b>	<b>20</b>	<b>CZK 34,326</b>

Statistics of the most demanded positions – average for a position across all regions.

Replies – approximately how many replies can be expected.

Average wage – average offered entry-level wage for Q1/2015

