



Job advertisement guidance sheet



Think about how you would make an advert to inform and appeal to someone your own age. Remember to keep your ad lively and engaging. Deliver your message quickly.

1 What do you want to tell them?

Think about what you would want to know.

- ⦿ What is the job?
- ⦿ Why would it appeal to you?
- ⦿ What are the main messages?
- ⦿ What are the secondary messages?
- ⦿ What qualifications, experience and skills are needed?

2 How do you want to tell them?

Think about which media works best for young people.

- ⦿ Online including social media
- ⦿ TV
- ⦿ Radio
- ⦿ Press
- ⦿ Cinema
- ⦿ Other – think of more unusual ways to reach your audience

3 How might you catch their attention?

Think about the tone you want to use and the type of approach that would get your peers interested.

- ⦿ Catchy slogan
- ⦿ Humour
- ⦿ Serious
- ⦿ Formal or informal
- ⦿ Facts and statistics
- ⦿ Shock tactics
- ⦿ Empathy

4 What do you want them to do?

Think about your call to action. In other words, what do you want them to do next?

- ⦿ To apply online
- ⦿ To fill in an application form
- ⦿ To conduct a related task
- ⦿ To send in their CV and/or supporting information
- ⦿ To ask for more information or do some research of their own

Together we can make a difference!

www.stepintothens.nhs.uk