



Job advertisement guidance sheet

Think about how you would make an advert to inform and appeal to someone your own age.

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 qualifications, experience and skills are needed?
- ⦿ What are the main messages?
- ⦿ What are the secondary messages?

2 How do you want to tell them?

Think about which media works best for young people.

- ⦿ Digital
- ⦿ 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!