

**RECBOND**



# **JOB AD**

## **TEMPLATES**

# OUR TIPS

## EITHER

- Under 300 words
- Straight to the point
- Bullet points
- No jazz, just say it how it is



## OR

- Over 500 words
- Story-style
- Engaging
- Better for SEO

## OTHER TIPS

- Repost them each week
- Use Grammarly to check spelling
- Use Hemmingwayapp.com to make it easy to read
- Include salary
- Push the top positions on your own social feed
- Use natural language – don't overcomplicate!
- Don't copy and paste the job spec! Other recruiters will pinch the lead...
- Push the top positions on your own social feed

# RECBOND



# PERMANENT JOB AD

## **TITLE**

JUST THE JOB TITLE

## **BODY**

### **ARE YOU LOOKING FOR XXX?**

- 3X SELLING POINTS ABOUT THE COMPANY
- 
- 

## **THE JOB**

- 3X POINTS. SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. SIZE OF THE PROJECT
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. WHO THEY'RE SUPPORTING
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. LOCATION

## **ABOUT YOU**

- 3X POINTS. SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. EXPERIENCE
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. MARKETS SERVED
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. LOCATION

## **SALARY AND PACKAGE**

- AS MUCH DETAIL AS YOU CAN GIVE

## **NEXT STEPS**

IF YOU'RE LOOKING FOR A NEW CHALLENGE, APPLY WITH YOUR CV TODAY!



## TITLE

JUST THE JOB TITLE

## BODY

- SALARY
- BONUS
- PENSION %
- HEALTHCARE
- ANNUAL LEAVE
- TRAINING / DEVELOPMENT
- ANYTHING ELSE YOU CAN ADD

HOW WELL DO YOU KNOW **XXX...?** JOIN A **COMPANY** WHO HAVE **SELLING POINT**. IF YOU'RE AN EXPERT WITH **XXX** AND BASED IN **LOCATION**;  
**APPLY TODAY!**

## THE JOB

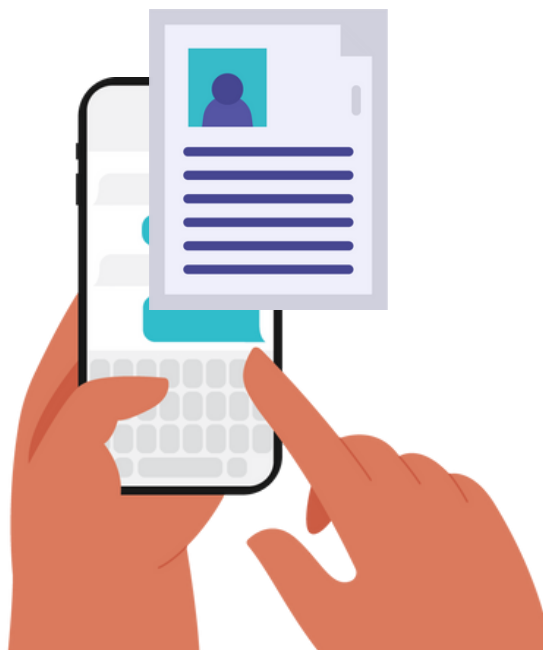
- JOIN AS A **JOB TITLE**
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. SIZE OF THE PROJECT
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- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. WHO THEY'RE WORKING NEXT TO
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. WHAT THE TEAM LOOKS LIKE
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. LOCATION

## ABOUT YOU

- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. PROJECTS THEY'VE WORKED ON
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. SKILLSET THEY NEED
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. SIZE OF COMPANY EMPLOYED BY
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. ANY OTHER SKILLS
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. HAPPY TO TRAVEL LOCATION

## COMPANY SNAPSHOT

- SHORT SENTENCE (5-10 WORDS) ABOUT THE COMPANY E.G. GROWTH PLANS
- SHORT SENTENCE (5-10 WORDS) ABOUT THE COMPANY E.G. HOW THEY LOOK AFTER THE TEAM
- SHORT SENTENCE (5-10 WORDS) ABOUT THE COMPANY E.G. INVESTMENT INTO THE BUSINESS
- SHORT SENTENCE (5-10 WORDS) ABOUT THE COMPANY E.G. CURRENT CLIENT BASE
- SHORT SENTENCE (5-10 WORDS) ABOUT THE COMPANY E.G. CAREER PLANS/PROMOTIONS



## TITLE

JUST THE JOB TITLE

## BODY

ARE YOU AN EXPERIENCED JOB TITLE?

- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. PROJECTS THEY'VE WORKED ON
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. SKILLSET THEY NEED
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. SIZE OF COMPANY EMPLOYED BY
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. ANY OTHER SKILLS
- SHORT SENTENCE (5-10 WORDS) ABOUT THE CANDIDATE E.G. HAPPY TO TRAVEL LOCATION

## THE COMPANY

- SHORT SENTENCE (5-10 WORDS) ABOUT THE COMPANY E.G. GROWTH PLANS
- SHORT SENTENCE (5-10 WORDS) ABOUT THE COMPANY E.G. HOW THEY LOOK AFTER THE TEAM
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## THE PACKAGE

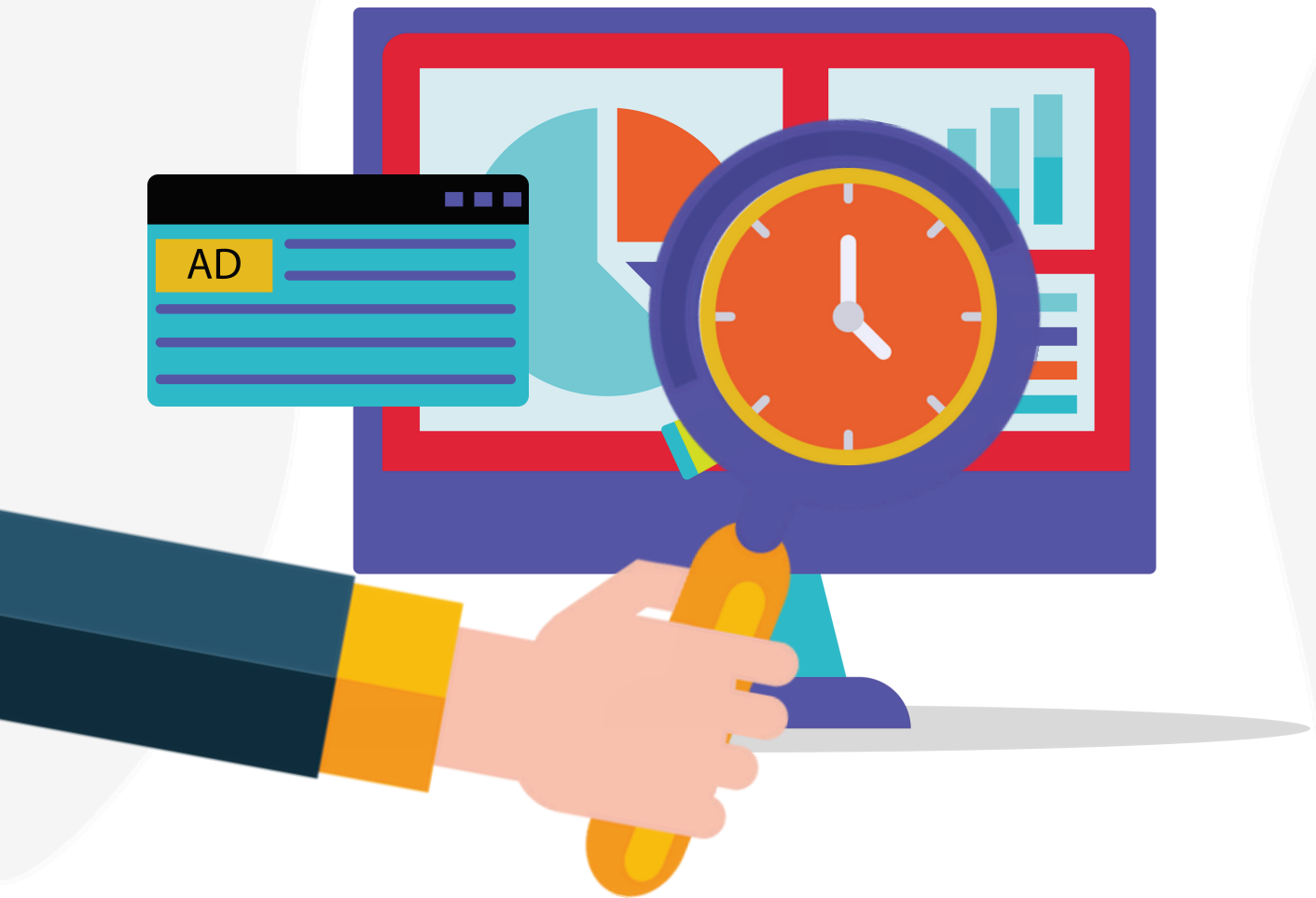
- SALARY
- BONUS
- PENSION %
- HEALTHCARE
- ANNUAL LEAVE
- TRAINING / DEVELOPMENT
- ANYTHING ELSE YOU CAN ADD

## WHAT NEXT?

IF YOU'RE LOOKING FOR A BIGGER OPPORTUNITY AND HAVE EXPERIENCE WITH **XXX**, APPLY TODAY!



# RECBOUND



# CONTRACT JOB ADS

## TITLE

JOB TITLE | CONTRACT LENGTH | £££ PER DAY

## BODY

- £RATE
- LOCATION
- ONE LINER ON THE COMPANY

DO YOU HAVE EXPERIENCE WITH **XXX**? JOIN A **COMPANY TYPE** WHO HAVE **SELLING POINT**. IF YOU'VE GOT THE **XXX** EXPERIENCE; APPLY TODAY!

## THE JOB

- JOIN AS A **JOB TITLE**
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## NEXT STEPS

THE OPPORTUNITY WON'T BE AVAILABLE FOR LONG AND IF YOU'VE GOT THE **XXX** EXPERTISE, APPLY TODAY!





## TITLE

CONTRACT JOB TITLE

## BODY

JOIN AS A **JOB TITLE** FOR A **COMPANY TYPE** WHO HAVE SELLING POINT. IF YOU'VE GOT THE **XXX** EXPERIENCE; APPLY TODAY!

## PACKAGE

- £RATE
- LOCATION
- INSIDE/OUTSIDE IR35
- OTHER PERKS

## AS A JOB TITLE, YOU WILL:

- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. SIZE OF THE PROJECT
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. WHO THEY'RE SUPPORTING
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. WHO THEY'RE WORKING NEXT TO
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## NEXT STEPS

WE'RE LOOKING TO FILL THIS POSITION IN THE NEXT WEEK AND IF YOU'RE LOOKING FOR MORE INFO, PLEASE APPLY TODAY!



## TITLE

JOB TITLE | CONTRACT | INSIDE/OUTSIDE IR35 | £££ PER DAY | LOCATION

## BODY

DO YOU HAVE EXPERIENCE WITH **XXX**? JOIN A **COMPANY TYPE** WHO HAVE **SELLING POINT**. IF YOU'VE GOT THE **XXX** EXPERIENCE; APPLY TODAY!

## WHAT YOU NEED:

- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. SIZE OF THE PROJECT
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. WHO THEY'RE SUPPORTING
- SHORT SENTENCE (5-10 WORDS) ABOUT THE JOB E.G. WHO THEY'RE WORKING NEXT TO
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## PACKAGE

- £RATE
- LOCATION
- INSIDE/OUTSIDE IR35
- OTHER PERKS

## NEXT STEPS

IF YOU'RE INTERESTED IN FINDING OUT MORE, PLEASE APPLY USING THE LINK TODAY.

