



how-to guide

# Writing a Job Advert



efinancialcareers

## Introduction

Attracting great candidates starts with writing a good job advert. The secret is to make your ad easy to read, professional and targeted to the people you want to recruit.

Good candidates will often spend only a few seconds scanning the key information of a role before deciding whether to apply so it's important to make your ad clear and concise.

Three key points to cover when writing a job ad are:



### Attract

Does the ad attract the attention from potential candidates?



### Engage

Does the job detail keep the candidate engaged?



### Act

What is the call to action?

## Attract

### Job Title

Your job title is the first impression the candidate gets of your job. Keep it short, descriptive and avoid jargon.

**Location**

Country \*

City \*

Legally eligible to work in  

### Job Details

The standardised job details always show on the search results page. It is important these details are entered accurately as it relates to the search criteria that candidates are able to filter jobs by and therefore targets your job to the right candidates.

**Job Details**

Position Type \*

Employment Type \*

Years of Experience

Salary Description \*

Currency

Salary Band



## Engage

Now you have attracted the candidates to click on your job ad, your job description needs to engage candidates to act and apply for your role.

### Job Summary

Once the candidate has clicked into your advert, the first paragraph they will read is the job summary (which also appears in search results). Does your summary engage the candidate and explain what you have to offer?

**Job Description**

Note that the Brand, Job Title, Location & Job Reference code cannot be edited after the job has been posted. Please ensure that you comply with all relevant discrimination regulations.

Language of Posting \* English (UK) [Change](#)

Job Title \*

Job Summary \*

Words remaining: 100

Job Description \*

Words remaining: 2,000

Your Job Reference Code

Add a Tracking Pixel

### Job description

- Keep information to the necessary facts about the role, make sure the layout is easy to read by using bullet points, white space and subheadings
- Avoid using too much company or industry specific jargon
- Be clear and direct about what the job entails and what you require
- Job ads are great places to include a message about your company and employer brand, be sure to keep it succinct and to the point, why should the candidate want to work for you?

**Financial Planning & Analysis - Finance Manager - Opex**

Salary: £50 - £65K + great benefits

Location: Newbury, England, United Kingdom

Job Type: Permanent, Full time

Company: [Opex](#)

Updated on: 07 Sep 15

**36** views of this job

At [Opex](#), we firmly believe that we're at our best when you're at yours, and that's why our careers offer exceptional work with exceptional people. Our teams are at the forefront of the technology that's bringing smart metering into homes, streaming music into cars, delighting phone users with fantastic call quality - but also enabling all sorts of fundraising with [Opex](#).

This role is looking for someone who can be responsible for the review & analysis of the [Opex](#) plans, supporting the FP&A Senior manager in preparation of both Group & Internal UK review materials with CFO/CEO & GMT. A key part of the role will be the co-ordination and management of the total Opex forecast and budget submissions to the UK forecasting system, ensuring the submission is both complete and timely in line with the UK forecast timetable and Group guidelines. The individual will assume the role of Opex Business Partner for the FP&A function, coordinating the Commercial Finance functions & taking direct responsibility for the "Central" Governance forecast.

**You will need to have experience in the following:**

- Significant experience in analysis & review of business unit forecasts
- Qualified Accountant or equivalent experience
- Desire to understand the commercial insights
- High attention to detail & strong analytical skills
- Proven ability to communicate with senior management team
- Telecoms experience preferred but not essential

**What we offer**

At [Opex](#), we're serious about making sure our people have a really good work-life balance. There's a whole flexible working strategy "Better ways of Working". We focus on the results you achieve and encourage everything from hot desking to home working and flexible hours. Our working environment also has a big focus on well-being. It's a beautifully landscaped environment, centred round a lake and inspiringly designed inside. Take a look at our working environment [here](#).

**We're at our best, when you're at yours. Power to you**

## Act

### Apply

All eFinancialCareers job adverts are formatted in a standard layout that includes an 'Apply' button at the bottom of the job description.

Candidates are also able to share the adverts with their peers via the share icon, and favourite it if they want to return to it later.



### Note:

Including your own contact details in the ad as an additional call to action is OK. However, it will be harder for us to tell how many applications you really received and you might find yourself inundated with direct applications.

## Top tip!

**Refresh your job every three days to bring it back to the top of candidates' search results.**

Doing this more frequently doesn't help as you will pick up multitudes of duplicated applications.

We also won't be able to give you information as to the real performance of the role.



## Support

We want to ensure you have all the help and support you need when using eFinancialCareers. So, in addition to our user guides and top tips, we also provide online training and can even come to your offices for one-to-one or group training sessions with your team.

Our dedicated Customer Success team are available during office hours and can be contacted via phone or email.

## Contact us

Email: [help@efinancialcareers.com](mailto:help@efinancialcareers.com)

[www.efinancialcareers.com](http://www.efinancialcareers.com)

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Germany	+49 (0) 69 6677 4600
Gulf	+971 4 433 2384
Hong Kong	+852 3702 5748
Luxembourg	+44 (0) 20 7997 7900
Singapore	+65 6579 8000
Switzerland	+49 (0) 69 6677 4600
UK	+44 (0) 20 7997 7900
US	1-866-333-4095

## Searching for specialist talent?

**Our database contains the CVs of over 914k financial services professionals and attracts over 50,000 new searchable profiles every month, making it the most powerful tool for recruiters sourcing Financial Services talent.**

- Find highly qualified and specialised professionals
- Target passive candidates
- Stay ahead of the competition

**Contact us today to find out more**

