Write a good job ad



Be too narrow and you could miss out on the best people. Keep an open mind on the perfect fit. Mindset and life experience are better measures of a strong hire than image or age.



**Use this worksheet to think about:**

* **what you need the person to do**
* **skills and attributes to ask for**



[**Self-assessment:**](https://www.business.govt.nz/hiring-and-managing/getting-the-best-from-people/assess-skills-in-your-business)

[**Skills you have and what you need**](https://www.business.govt.nz/hiring-and-managing/getting-the-best-from-people/assess-skills-in-your-business)



* **what to write so you don’t miss out on great people.**



**Write**

**Include expected tasks, skills and attributes – and remember:**

**Words matter**

**Don’t exclude people by using stereotyped or ageist language.**

**Avoid**

**Digital native Energetic**

**Suits new graduate**

**Use instead**

**Open to new systems Passionate about… Entry-level position**

**For more information,** [**see business.govt.nz/hiring people**](https://www.business.govt.nz/hiring-an-employee/)



**Tip**

**Remember, jobs change**

**If someone is leaving, ask what they do vs. what you hired them to do. Ask co-workers what’s needed to do the job well.**

**Jod ad**

**Prepare**

**Think about key tasks, skills and attributes to include in your ad.**

**1**

**Tasks you want done**

**2**

**Skills needed**

**3**

**Attributes needed**

**To fill gaps on team**

Confident *making cold calls*

**Example**

**Essential for role**

*Calm with* difficult *customers*

**Example**

**Can learn on job**

*How to use our booking software*

**Example**

**Essential knowledge**

*Experience learning new software*

**Example**

*Take bookings*

**Example**

*Greet customers*

**Example**



**Tip**

**Be clear on challenges**

**As well as the pros, share what’s hard about the job. You’ll save time sifting through less serious candidates.**

**If you can be flexible, say so**

**Flexible working appeals to all ages. Good people may be put off if they don’t think it’s an option.**

[**Take the quiz: How flexible are you really?**](https://www.business.govt.nz/hiring-and-managing/managing-people-day-to-day/advice-on-flexible-working-arrangements/)