Top tips! Making the most of your vacancy advert on MyCareerCentral

UEA
University of East Anglia

If you want to attract the right candidates for your vacancies then the information that you include in your advertisement plays a key role. Competition for the best applicants is keen, making it vital for you to sell your vacancy and your company to potential job seekers.

Unlike public recruitment websites, adverts on MyCareerCentral can be viewed only by UEA students and recent graduates, so it's worth taking the time to tailor your offer specifically to them wherever possible. For example, if you were a student or graduate, what do you think would attract you to the role being offered, and prompt you to make an application?

Completing our online vacancy form is quick and easy. By following our top tips you can give yourself the best chance of attracting great applicants for the roles you have on offer.

REGISTERING YOUR ORGANISATION

You will only have to do this once so it's worth taking some time to help your business stand out from the rest.

- **Don't assume** that students or graduates already know about your organisation
- **Use the company 'Description' field** to pitch your company to students and graduates and help it stand out from others in the sector. Tell them what makes your company special or particularly appealing, for example industry awards or other recognitions of best practice
- **Use the 'Acronym' field** if your organisation has a shorter name: it can make you easier to find in a search
- **Provide a company email address and phone number** rather than a personal one, as this will speed up the approval process
- **Include your website address** so candidates can find out more about you
- **Keep your organisation's profile up to date** with any changes to your business.

COMPLETING THE VACANCY FORM

JOB TITLES

- **Make your job title specific.** Candidates are unlikely to be attracted by titles such as 'Staff Member' or 'Team Member'
- **Tell them what the role involves** wherever possible, for example 'Clothing Sales Assistant' is more informative than 'Salesperson'.

CAREERCENTRAL

CLOSING DATES

- **Avoid long closing dates** so that applicants apply sooner. Candidates can lose the sense of urgency to apply if there's a long period until the closing date, creating a last minute rush in applications
- **It can be more effective to extend a closing date if necessary,** as you can then adjust the number of posts or working hours that may now be available after your first round of applications has been completed
- **Provide a start date** whenever possible to filter out candidates who can't meet that timing. No need for a specific date, for example 'January 2016' or 'Summer 2017' will do.

SALARY

- **Provide salary details.** Avoid saying 'competitive' or 'excellent' as this gives applicants no detail about the pay scale on offer and some excellent candidates, especially those new to the jobs market, may be deterred from applying
- **Pay scale information is fine** if the exact salary hasn't been determined. For example £18,000 - £20,000 is more informative than 'to be confirmed'.

LOCATION

- **Specify the exact location** of the role as this can be a key deciding factor for candidates.

TYPE OF WORK

- **Select the most relevant 'Type of Work' categories** so that candidates are clear about whether you are looking for students, graduates or both. For example, if you are advertising summer jobs open to both, you can select 'Student jobs and internships', 'Graduate jobs and internships' and 'Vacation Employment' from the drop down list so that your advert will appear in searches in each of those categories
- **The 'Postgraduate jobs' category** refers only to jobs which specifically require a **Master's** or **PhD** qualification.

'SUMMARY' FIELD

- **Should grab the attention** and encourage applicants to want to find out more. This is your 300 character pitch to sell the role as it's this summary that will appear in initial search results, so include what's great about your company and the role.

JOB DETAILS

- **Keep the details informative yet concise** bearing in mind that your advert may be viewed on mobile devices. Use short paragraphs and bullet point lists where possible.
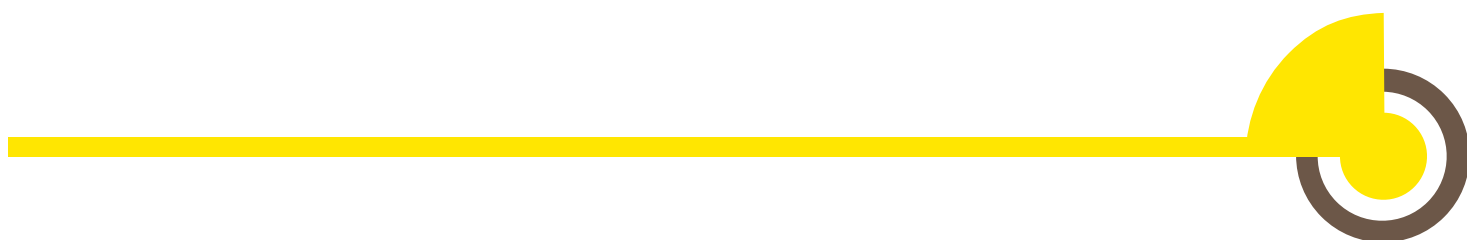
- **Aim to answer questions** that students and graduates will be asking such as:

  - What responsibilities will I have in this role?
  - Do I have the right qualifications, skills and experience?
  - Does the role require a specific degree or is any subject acceptable?
  - What's the company like to work for? What is the culture and work environment like?
  - What makes this offer different from similar ones on the website?
    - Are there special benefits (on-the-job and other training for example), rewards and incentives?
    - Are there opportunities for career progression?
    - How does your scheme differ from the others on offer?

- **Add an attachement to your advert** if you want to provide supplementary information. However, don't use attachments as a substitute for completing the job details on your advert as students and graduates are likely to ignore an advert that only says '*See the attached for details.*'

APPLICATION PROCEDURES

- **Keep the instructions simple,** as some job seekers may not be experienced in making applications
- **Be clear about the format you require**, for example 'send a CV', 'complete an application form' or 'explain why you are suitable for the role'. Instructions that simply say '*Send an e-mail to...*' are unlikely to deliver the exact information that you are hoping for.

We are confident that by using these tips you can create great adverts that can save you time in reading through and rejecting unsuitable applications and make it more likely that you will attract the right candidates for your business.

Thank you for using our advertising service and good luck with your recruitment.