

Create a Job Advertisement

1. Choose a role

Select one job: e.g. marketing assistant, customer service adviser, business administrator, social media coordinator, retail supervisor — or another role

Chosen job title:

Type of organisation / business:

2. Write the job description

Explain what the employee will do. Include a clear purpose and 3–4 main responsibilities.

Purpose of the role (1–2 sentences):

Main responsibilities (3–4 bullet points):

3. Create a person specification

Describe the type of person needed for the job. Essential criteria are must-haves; desirable criteria would be useful but are not required.

Essential criteria (3):

1. _____

2. _____

3. _____

Desirable criteria (2):

1. _____

2. _____

4. Produce the job advertisement

Turn your job description and person specification into a short, engaging advert. Use the headings below to organise your writing.

Job title:

About the organisation (1–2 sentences):

About the role (brief overview and key duties):

What we are looking for (essential and desirable criteria):

Working arrangements (e.g. location, hours and contract type):

How to apply (what should an applicant submit and by when?):
