

Create a job advertisement

A simple worked example showing how to complete all four stages of the activity.

1 Choose a role

Chosen role: Customer Service Adviser

Example organisation: BrightCart, a fictional online retailer that sells everyday household products.

2 Write the job description

Job title	Customer Service Adviser
Job purpose	Help customers with questions, orders and returns, providing a friendly and reliable service.
Main responsibility 1	Respond to customer enquiries by email and live chat.
Main responsibility 2	Check order details and provide accurate delivery updates.
Main responsibility 3	Help customers with returns and complaints, following company procedures.
Main responsibility 4	Keep customer records accurate and pass complex issues to a supervisor.

3 Create a person specification

Essential criteria (must have)

- Clear written communication skills.
- Ability to remain calm, patient and polite when dealing with customers.
- Basic computer skills and attention to detail.

Desirable criteria (helpful, but not required)

- Previous customer service or retail experience.
- Experience using email, live chat or customer service software.

We're hiring: Customer Service Adviser

BrightCart | Online retail | Example vacancy

Do you enjoy helping people and solving problems? Join BrightCart and help us deliver a positive experience for every customer.

What you will do

- Answer customer questions through email and live chat.
- Provide updates on orders and deliveries.
- Support customers with returns and complaints.
- Maintain accurate records and refer complex issues when needed.

What we are looking for

- Good written communication and basic computer skills.
- A calm, friendly and professional approach.
- Careful attention to detail.
- Customer service experience is helpful but not essential.

What we offer

Training, support from colleagues and opportunities to develop your customer service skills.

How to apply

Send your CV and a short statement explaining why you would suit the role to the employer's recruitment team. (Application details would be added for a real vacancy.)

Example only: pay, location, working hours, contract type and closing date would need to be confirmed and included before publishing a real advert.