



## **How to Write Job Advertisements**

### ***Purpose***

Job advertisements should be written with the goal of enticing quality applicants to submit applications for the advertised position. A *secondary* consideration consists in ensuring that advertisements are compliant with applicable federal and state laws—particularly those that deal with discriminatory practices.

Certain venues for job posting restrict the kind of information an employer is able to present (job title, job description, minimum and maximum salary thresholds, etc.) and, thus, automatically keep ads compliant. Indeed, Monster, CareerBuilder, and others fall into this category. Other venues—like Craigslist, local and state job boards, and others—do not have this kind of protection. Therefore, it is important for employers to know how to compose enticing job ads that are also compliant with applicable laws.

### ***Composing job advertisements***

Follow these steps in order to compose enticing job ads that are also compliant with federal and state guidelines:

1. Consult the existing job description for the essential job functions, job requirements, physical demands, and work environment.

For example, with the “Residential, Commercial, and Ag Premier Technician” position, you would highlight: 1) “controlling pests and weeds on-site in a variety of accounts”, 2) “maintain a valid driver’s license”, 3) perform work while moving items of almost 50 pounds, and 4) “work outdoors in all types of weather”.

2. Based on this information, you would structure a job advertisement on these points already contained in the job description. Typically, it is a good idea to begin by posing a question to elicit a response from the person looking at the advertisement:

Do you enjoy working outdoors, meeting new people, and helping solve their problems? If your answer to all these questions is “Yes”, then you should consider a career as a pest control technician!

3. Next, let them know what kind of work they will do along with the pre-requisites for the position (like a valid driver's license):

This position entails mixing and applying pesticides at customers' homes and businesses, driving from one appointment to the next, and interfacing with office and sales staff for scheduling. Typical work involves carrying pesticide application equipment, walking inside and outside, and occasional crawling. Applicants must have a valid driver's license, a good driving record, and clean criminal background.

4. Next, put down the salary information and list some of the benefits that accompany the position:

Technicians have a starting annual income of \$45,000 (approximately \$21.50/hour.). Benefits include: medical, dental, vision, 401(k) with company matching, as well as personal use of a company vehicle.

5. Then, put down some of the compliance language to let them know you are an employer of good standing:

We are a drug-free workplace and equal opportunity employer.

6. Finally, end the ad with the best way for the applicant to get in touch with the relevant information (via phone, e-mail, link to online application, etc.):

Apply by calling the following number (999)-999-9999 and ask for the HR manager.