



RECRUITMENT

HOW TO STAND OUT
WHEN ADVERTISING

01.

ABOUT OUR COMPANY

Saskatchewan's leading executive search firm has recently expanded into the Calgary market. We help our clients build their teams by finding the right FIT for their CULTURE.



FOUNDED IN 2011

Essence has touched over 5000 people and helped our clients fill over 400 permanent full time roles





How to create an ad that stands out



Best practices to placing an ad on a job board



Tips and tricks to stand out

AGENDA



QUESTION...

How are you currently advertising for open vacancies?



What's working?



What's not?



HOW TO CREATE AN AD

Job Boards - Focus on the text. It is what you say that will stand out.

Digital - Focus on the graphics. It is what it looks like that will stand out.



XXXX

WE'RE HIRING

JOIN OUR TEAM

- Graphic Designer
- Operational Staff
- Marketing Staff
- Account Executive

XXXX

XXXX

Email your Resume:
youremail@yourwebsitehere.com

JOIN US

IMAGE NOT INCLUDED



JOB BOARDS-TOP 4 DO'S AND DON'TS

DON'T

Post your long job description

DO

Talk about the company

DONT

Leave out the compensation details and all the other great perks

DO

Talk about the WHY your the company to work for



GOOD EXAMPLE

[HTTPS://ESSENCERECUITMENT.CA/CAREER-OPPORTUNITIES/#!/AD7050E4-0590-400E-A3CD-9669066C7A8C/DETAIL](https://essencerecruitment.ca/career-opportunities/#!/AD7050E4-0590-400E-A3CD-9669066C7A8C/DETAIL)

BAD EXAMPLE

[HTTPS://CA.INDEED.COM/?VJK=BA1DEC86CC74F90E&ADV=9478774886503709](https://ca.indeed.com/?VJK=BA1DEC86CC74F90E&ADV=9478774886503709)





WHERE - DIGITAL IT'S AT

- 1 **INDEED**
- 2 **LINKEDIN**
- 3 **GOOGLE FOR JOBS**
- 4 **FACEBOOK**



GENERAL



TARGETED

- SCHOOLS**
- PROFESSIONAL ASSOCIATIONS**
- COMPANY WEBSITE**
- MONSTER**
- ZIP RECRUITER**



PAY TO PLAY



JOB BOARDS



Nothing is Free. You have to sponsor your ad, and the more money you put in, the more exposure you get.



SOCIAL MEDIA

Facebook Ads and Facebook Jobs are a way to post, but the more money you put in, the higher the traffic.



**CATCHY HEADLINES
STOP BEING BORING**

**Bullet point, not
paragraphs**

**STOP LOOKING FOR THE
UNICORN! DON'T OVER DO
THE REQUIREMENTS**

**Accurate and
transparent**



ADVICE



- 1. Don't wait. Act quickly. Contact within three business days**
- 2. Schedule interviews in the same week.**
- 3. Don't cancel**
- 4. Update and follow up**
- 5. Respond to everyone**
- 6. Keep resumes for future roles**



QUESTIONS

