

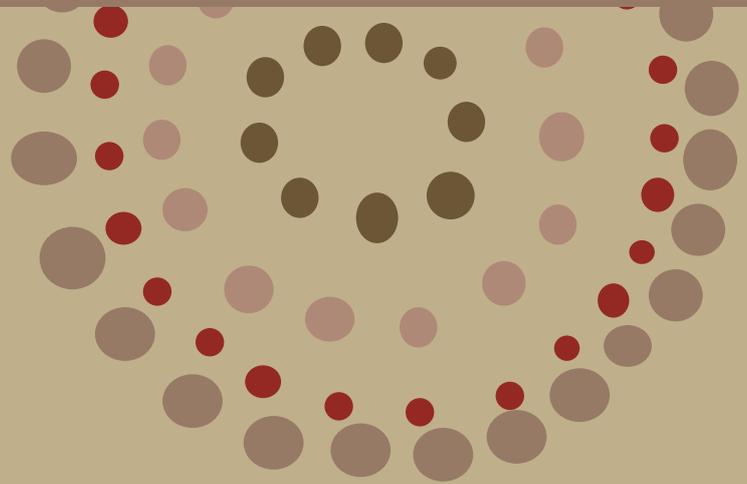


Australian Government

Office of the Registrar of Indigenous Corporations

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How to draft a successful job ad —a guide for Aboriginal and Torres Strait Islander corporations



HELP FOR
CORPORATIONS

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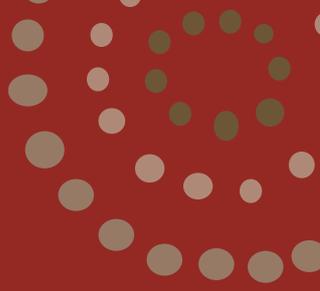
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How to draft a successful job ad —a guide for Aboriginal and Torres Strait Islander corporations

A well-written job ad will generally attract applicants who are better qualified and suited to the position. Use this guide to help you develop job ads for your corporation.

What should be included in your job ad?

Your aim is to get the best and most suitable applicants for the job. Here are some essential points to help you.

- Describe the corporation and its goals. Applicants will want to respond to this information in their applications.
- List the job's important responsibilities and key priorities.
- State if experience, knowledge or qualifications are required or if any special skills (such as language) are necessary. By including this information you will receive more appropriate applications and not waste valuable time reviewing applications that are unsuitable.
- Include the salary, training and development options and any other benefits that might attract applicants.
- Tell applicants how to obtain the selection criteria.
- Consider having a maximum length for each application—for example, a two-page resume and a one- to two-page statement of claims addressing the selection criteria. This will help the selection panel by saving them time reading through unnecessarily long applications.

Tips for developing your ad

Keep the following points in mind when you are putting together your ad.

- Write the ad in a positive tone to indicate a productive work environment. Also describe the objectives and activities of the position and its value to the corporation.
- Make your position sound attractive by including its selling points—for example, experiencing life in a remote bush location, subsidised rent or transport, and supportive work–life balance policies.
- Remember that how you present the job description and selection criteria will have a big impact on the applications you receive, so:
 - present the information in a logical order
 - use subheadings to break up information
 - keep paragraphs short—two to three sentences at the most.



Job ads from other Aboriginal and Torres Strait Islander organisations

ORIC has put together a suite of job ads developed by other Indigenous organisations as part of its recruitment processes. Look at examples on the ORIC website at www.oric.gov.au when developing your own.

