



## **Creating an Effective Recruitment Advertisement**

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### **Introduction**

An effective recruitment advertisement can attract a prospective employee's attention and should properly describe the position to be filled. Pork producers should use a variety of recruitment venues include print and web sites to enhance the probability of success. You want to give job applicants every possible option available to apply for the position. Make sure that all of your recruitment advertising provides more than one way for applicants contact you and submit resumes. Often writing an ad can seem difficult when starting from scratch therefore this publication includes sample ads to help get you started.

### **Objectives:**

- Identify effective advertising media.
- Identify advertising mistakes to avoid.
- Write an effective recruitment advertisement.

### **Effective Recruitment Advertising**

The evolution of cable and satellite television has revolutionized advertising. By creating networks and shows for almost every target market imaginable, advertisers have been able to fine-tune their messages to address the specific needs of various target groups. This has lead to a dramatic increase in the success of their advertising efforts.

As with broadcast advertising, the recruitment advertising industry has undergone some significant developments as a result of the development and evolution of the Internet. The dramatic growth of minority populations in the United States over the past decade has also contributed to this evolution. As a result of this population shift, there is a demand for the creation of media targeting all ethnic populations and significant opportunities for employers who use advertising as part of their recruitment strategy.

While advertising employment opportunities through traditional channels, like major newspapers and large-scale job boards play an important role in recruitment, delivering targeted messages that speak to the needs of the minority job seekers that you are reaching out to is the best way to attract a pool of candidates for your employment opportunities and ultimately enhance the quality of your workforce.

Recruitment advertisements should sell more than just the position opening. They should also inform

jobseekers about your company's culture and the people that work there. If you want to attract skilled and talented applicants, one of the most important tasks that your recruitment advertisement must do, is relay that your company embraces all workers. Your print advertisements should be inclusive and must serve to position your company as one where all employees are welcome, thrive, and do not stagnate. Mentioning awards, work/life perks, milestones, community outreach, or recognition that your company has received for being a great place to work is a great way to accomplish this.

While it is easier and more cost-effective in the short-term to deliver the same message to various target audiences, you can bolster the quantity and quality of your candidates from diverse backgrounds by tailoring messages to address the needs of specific target audiences.

One of the most effective recruitment advertisement tools is the profile advertisement. These ads introduce potential employment applicants to a real person or people in your company. Use descriptions that include traits that you desire in potential employees. This also imprints on potential applicants that you have top performers working for you. When using this form of advertisement, select people who have longevity in your company and are successful. Include the employee's name and title, and if possible a quote from the employee stating how your company helped them to become a success.

Using various employees in your advertisements demonstrates that your company is one in which people like them (from their ethnic group or race) can thrive. Recruitment advertisements that focus on or profile one individual are very effective when advertising in a publication that targets one nationality. This type of advertising also works well with banners on the Internet.

## Common Recruitment Advertising Mistakes to Avoid

- When targeting minority professionals avoid advertisements that may hold greater appeal to minorities who have less education. Doing so could have these potential job applicants feeling that the advertisement is stereotyping, which often leads to resentment at being targeted with these advertisements. With the new power of the Internet, word would spread, and your company could be labeled as one that is racist.
- Avoid using the word "qualified" in your recruitment advertising, as it tends to turn off many candidates. It often suggests to them that you think that they are generally not qualified.
- Avoid the use of images showing isolated White males in recruitment advertising targeting minorities, as they will be less likely identify with the character portrayed in the advertisements. Doing so could have readers tune out from your message altogether.
- Whether you are targeting candidates from diverse backgrounds or not, it is important that you include an EEO statement. Its absence could send that wrong message that perhaps your organization does not value equal opportunities.

## Basic Recruitment Advertising Guidelines

The following are some general guidelines that you should apply to all recruitment advertising, but are often overlooked in recruitment advertisements.

- Use a variety of recruitment venues to enhance your success with the results of your recruitment advertising. Use online recruitment to enhance the impact of your print advertisements. This combination of media is a great way to steer readers to the company website for more detailed information about available employment opportunities and detailed information about your company's initiatives.
- While many companies know to include a link to their web site in their recruitment advertising, they often overlook the option of using a link to their employment section. This is a terrific way to



## Sample Classified Advertisement

Smoke Shack Farms, a progressive and growing company is actively seeking a Swine Herdsperson to fill a very demanding yet rewarding position. We are seeking a professional with knowledge of pig operations (weaning, growing, breeding, farrowing, animal welfare); knowledge of swine nutrition and feeding; understanding of pig anatomy, physiology, disorders, and disease; ability to manage breeding (artificial insemination); knowledge of equipment maintenance and operation on a swine farm.

This position requires marketing, excellent communication, analytical, and supervisory skills. Also needed are the ability to work both independently and as a team leader and a sincere concern for the well-being of the animals in your care. The ideal candidate will have high desire to make a good operation the best one in Iowa. We provide a competitive salary and benefits package, including housing.

Pork City, Iowa is located approximately 30 miles from Marysville, one of the most popular cities in northeastern Iowa, which has many amenities: abundant shopping, restaurants, community colleges, universities, a wide variety of sports events and concerts and much more. Minneapolis, Minnesota, less than two hours away, provides additional amenities with shopping, weekend getaways, professional and college sports. Of course, hunting and fishing for many species is within an easy drive for sportspersons who prefer those activities.

Smoke Shack Farms is committed to the long term growth and development of their employees. The growth of any business is easily measured and enhanced by the personal growth and professional development of their staff. Our country's society and culture changes through generations, and we must respond to those changes while still providing a thriving business environment.

Qualified applicants may apply for this position by sending a resume and salary history by US mail to:

Smoke Shack Farms

Attn: Manuel

PO Box 21

Pork City, IA 21212

Or email the same to: [smokeshackfarms@ssf.com](mailto:smokeshackfarms@ssf.com)

Or fax to: 555.555.1212

***Smoke Shack Farms is an Equal Opportunity Employer***

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