



# ADVERTISING GUIDE

Your vacancy advertising is managed by the Recruitment Team at Devon County Council.

There are a variety of methods that we can support you advertising your role/s including:

- Online Advertising
- Social Media advertising
- Sponsored advertising
- Radio Advertising
- Print Advertising

Technology has changed the way jobseekers find work so as recruiters we need to adapt our methods of advertising in order to find our perfect candidate.

We would strongly recommend a holistic approach to your advertising in order to reach the widest audience including passive job seekers. This will give you the best chance of maximum exposure to secure quality applications from the right audience for your job.

# CREATING AN ATTRACTIVE ADVERT

## 1. Choose a straightforward job title

Job search algorithms pick up significant keywords, so keep your title relevant and meaningful and relatable to the job. Avoid abbreviations and internal terms and phrases as it will limit your market.

## 2. Be specific with the role description

Ensure your job description accurately describes the role and is brief and to the point. If you are unable to amend your job description think about the realities of the role or a day in the life of the role and use this in your advert.

## 3. Write an attention-grabbing intro

This is your sales pitch to potential candidates. Think about what your hook is to get a candidate to read the rest of the advert. Don't list everything you want from them, rather what they will gain by applying. Your opener should include 3-5 things that applicants will find exciting about the role (team, culture, challenges, goals).

## 4. Use effective language and formatting

Long and lengthy text and paragraphs are off-putting to read, and you will lose a candidate's attention. Try to use subheadings and bullet points creating a simple look and feel. The main points should stand out and be easy to find. Keep language plain and simple and avoid jargon and acronyms.

## 5. Provide a clear offer

The top five considerations for job seekers are

- Salary and remuneration
- Location and commute
- Work-life Balance
- Benefits
- Career advancement opportunities

## 6. Tell your company story

Conveying real value to candidates is key in creating an effective advert. If you can get the company culture across and offer an insight into what it's like to work for your company, highlighting the benefits of the organisation and the role, such as development opportunities and flexible working, this can really help to draw in the right candidates



# ADVERTISING OPTIONS

## Online advertising

Advertising your role online also benefits from a **wider geographical reach**.

Your advert can reach candidates with the right skills and qualifications across the country who are willing to relocate, rather than limiting your search to a specific town/city where the required skills may be in shorter supply.



This is often more cost effective particularly as you can reach a wider audience with one advert.

It also is a more immediate way of advertising compared to print.

It allows you to track the performance of the advert and gain a better insight on where the candidates are coming from.

## Devonjobs

All vacancies that you send to us are advertised on our job board [DevonJobs](#).

Devonjobs is targeted to jobseekers looking for work in the Devon area and caters to not for profit organisations including local authorities and charities and reaches over 100,000 visitors every month.

## CV Library

CV Library is the UK's #1 job board and has a unique network of 800+ specially selected UK job sites that they will advertise your vacancy across. Monthly they attract 3 million job applications and invest heavily in marketing to attract a fresh applicant base.

We will manage all of this for you as part of one of our enhanced packages.

## Other Websites & Job Boards

The Recruitment team will be able to provide you with advice and guidance on the best websites and job boards for the role/s you are advertising including specialist publications and will be able to provide you with negotiated rates.



## Social Media

Advertising online through social media or a job board is an effective way of reaching large numbers of candidates.

Depending on the job type, different demographics of potential candidates can be reached, meaning you can target your best fit candidates.

### Audience categories include:

- Job title/ area
- Education
- Location
- Interests

The Recruitment Team manage Facebook, Indeed, Twitter and LinkedIn accounts all focused on accessing a wide pool of job seekers. There are a variety of methods that we can support you advertising your role/s including:

- Free posts
- Boosting and targeted posts/adverts
- Creating sponsored Job adverts
- Banners

**80%**

Employers say social recruiting helps them find passive candidates

**70%**

Hiring Managers say they have successfully hired with social media

**79%**

Candidates use social media in their job search

## Specialist publications

Specialist publications are effective when recruiting for specific skills and tend to have a loyal readership, providing access to a quality, niche audience.

## Local publications

This is an option for lower paid or fixed term roles due to the limits of the audience it will reach. This would be the least favoured and most limiting method of advertising.

## Radio Advertising

This is an option for longer term and general campaigns so would suit rolling or regular recruitment. Radio stations tend to be local and it will allow you to target a number of demographics.

# PRICING

We have a selection of packages to suit all budgets. Generally, our recommended approach would be a blend of job board and social media advertising available in the Gold and Platinum options.

Using our network of advertisers, we can also recommend and arrange any additional media options for you to ensure that you will get the best response and from the audience that you wish to target.

Devonjobs			
Choose the right package for you			
Bronze £110	Silver £150	Gold £295	Platinum £500
<ul style="list-style-type: none"><li>✓ Listing on Devonjobs</li><li>✓ Logo</li></ul>	<ul style="list-style-type: none"><li>✓ Listing on Devonjobs</li><li>✓ Logo</li><li>✓ Featured advert</li></ul>	<ul style="list-style-type: none"><li>✓ Listing on Devonjobs</li><li>✓ Logo</li><li>✓ CV Library</li><li>✓ Social Media boosting</li></ul>	<ul style="list-style-type: none"><li>✓ Listing on Devonjobs</li><li>✓ Logo</li><li>✓ CV Library</li><li>✓ Top Job carousel feature on homepage</li><li>✓ Enhanced Social media advertising</li></ul>
<p>All prices stated are for up to 28 days per advert. Advertising in specific media and job publications can also be arranged at an additional cost, please contact us for a quote. £15 cancellation charge applies.</p>			

## Additional Media Options

### ONLINE ADVERTISING

Prices start as low as £75 and increase up to £3500 and higher depending on the job board and the target audience.

### SOCIAL MEDIA ADVERTISING

One of the key benefits of advertising on social media channels is the cost per reach is very low. As part of the Gold and Platinum packages will be select the budget for you, however if you wish you can increase this

### LINKEDIN JOB POSTS

**LinkedIn is an online social network for business professionals and fast becoming one of the most popular and widely used Job boards online today with around 133 million members currently using it.** More and more job hunters are creating LinkedIn Profiles every day and connecting with current available vacancies, well-known companies and fellow professionals seeking their dream opportunities.

We'll create and share your job across LinkedIn at a small daily budget, this will then boost the job vacancy across the entire LinkedIn platform and through email to professionals whose job titles, skills and location match the job specifics. Anyone on LinkedIn can find your post through a simple search, and if you have a LinkedIn Page, it will appear there too. You can also directly contact multiple contacts that have been matched with your job advert, encourage them to apply or discuss their skills in more detail.

There are no set costs, as pricing will depend on the type of job, industry and comparison with similar job adverts on LinkedIn, but here are some examples of the average prices set.

LinkedIn Average Budgets:		
Daily Budget	Weekly Budget	Monthly Budget
£12- £15	£100 - £150	£450 - £500

### Specialist publications

Prices start around £500 and increase into the £1000's depending on the advert design and length of the campaign.

### Local publications

Average around £700-1500 per advert.

### Radio Advertising

Can start as low as £300 but will run into the £1000's depending on the radio station production costs.