

Custom Advert Copy

Q: Why is custom advert copy important?

A: This will be your first point of contact with candidates so you want it to stand out and sell your opportunity, in order to drive quality applications

Q: Can vacancy holders provide their own copy?

A: Yes, of course, however we need this to be in the exact format you would like this advertised on external media, alternatively we can write this for you at £50 per advert

Q: How long does advert copy need to be?

A: Around 450 words or less

Q: What should the advert include?

A: Job title, locations, salary, closing date as well as information about the organisation, role, candidate requirements and any benefits, please ask if you would like to view a template

Q: Can we send a link to the role on our ATS for you to take content from?

A: We ask that the final copy is sent in a word document (one document per role for large campaigns), to minimise risk of copying the wrong parts of the text

