



# Attraction and Recruitment

TIPS FOR CREATING JOB ADS THAT GET RESULTS



## Project History

This guide was developed through the Responsive Career Pathways Research Project, and in consultation with working Canadians and small and medium-sized employers in Manitoba.

In March 2023, The Manitoba Institute of Trades and Technology (MITT) joined forces with Blueprint ADE to create a new proactive career services and workforce development model for working Canadians, involving both working Canadians and employers. The project tested a forward-thinking intervention to address the pressing workforce needs of small-to-medium enterprises (SMEs) and the career development needs of mid-career workers. This was achieved through three service delivery pathways: 1) Worker-centered; 2) Employer-driven and 3) Intersections between working Canadians and employers.

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## Creating a Better Job Ad

Writing a **compelling and thoughtful job ad** will position you to attract candidates that are better aligned with your organization's culture, values, mission, and work environment. Here are some tips to help you get started:

**Start with a Clear and Engaging Job Title** - Use a job title that accurately reflects the role and incorporates a bit of your organization's culture. For example, instead of "Retail Manager" you could use "Strategic Sales Manager Needed to Lead an Experienced Team." \*Try to keep titles around 60 characters max and avoid exceeding 80 characters whenever possible.

**Craft an Inviting Opening Paragraph** - Begin with a concise and captivating introduction that **highlights your unique culture**, values, and mission. Consider the special things that make your organization stand out.

**Consider a Skills-Based Approach** - To support a diverse workforce, broaden your pool of qualified candidates, and uncover hidden talent and potential, consider **writing a competency or skills-based ad** when recruiting new team members.

**Use Inclusive Language** - **Use inclusive language** to welcome candidates from diverse backgrounds. This will deepen your candidate pool and help to brand you as an organization that values and respects diversity.

**Consider Including the Salary** - **Pay transparency** in a job ad is a great way to attract candidates by establishing trust and, looking forward, sets the stage for employee trust and retention.

**Focus on Impact and Purpose** - Many candidates are motivated by roles that align with their personal values and purpose. To capture their attention, you'll want to emphasize the positive impact the role will have on the company, team, industry, or society.

**Describe Opportunities for Growth** - Highlight opportunities for professional development, learning, and advancement within your organization. A culture of growth can attract candidates seeking long-term career progression within an organization.

**Share “A Day in the Life”** - Give candidates a glimpse into what their typical day and responsibilities would look like. This will help them envision themselves in the role and self-assess if it aligns with their skills and preferences. While **this is a great example**, know that you don’t need to create something this in-depth to make an impact. The goal is to provide an honest and realistic picture of how an employee in this role will be spending most of their day.

**Showcase Team Dynamics** - Does your team have a collaborative nature or communication style? By sharing how employees work together you can attract candidates who thrive in your team environment.

**Include Employee Testimonials** - When available, **incorporate quotes or testimonials** from current employees that could highlight your organization’s culture and employee experience.

**Provide Clarity on the Application Process** - Clearly outline the application process, including any assessments, interviews, or steps candidates will go through. A transparent process demonstrates respect for candidates’ time and effort. The more you can prepare candidates the better your future communications will be!

**Utilize Visuals** - If possible, include photos or videos of your office space, team members, special moments, and company events. Visuals can provide a better sense of your organization’s culture.

**Showcase Perks and Benefits** - You’ll want to include any **special perks and benefits**, such as flexible work arrangements, green incentives, wellness programs, community involvement initiatives, or professional development/growth opportunities.

**End with a Clear Call to Action** - Encourage candidates to apply by ending the job ad with a **compelling call to action**. Make it easy for candidates to understand how to apply and what to expect next.

**Edit, Edit, Edit!** - It’s important to remember that a **job ad is not the same as a job description**. Just as we ask candidates to be selective about what they share in a resume, employers also need to be selective about job ad content to ensure it meets its goal: to attract the best candidates. To do this, think of your job ad as a concise and engaging marketing tool that should not exceed two pages in length whenever possible.