

WRITING KILLER

JOB ADS +

RECRUITMENT TIPS

Presented by HR
Gurus





Grab a Cuppa hrgurus

These sessions are relaxed and guided in a way that supports you the audience to learn about various HR topics that will help you manage your people more effectively in your business! We plan on the content being presented in an interactive way with the opportunity to ask questions at the end!

Who are we?

**COLLECTIVELY WE HAVE
OVER 100 YEARS OF
EXPERIENCE**

- Been supporting the SME community for over 10 years
- We work across all industries
- We have expertise across IR, ER, HR Advisory, Coaching and Leadership and Training and development
- We do recruitment, compliance, performance management, soft skills training, performance and leadership coaching.

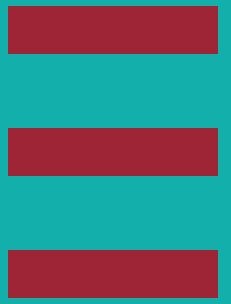


Session 5: WRITING KILLER JOB ADS AND RECRUITMENT TIPS

In today's session we will cover the following:

1. The do's and don'ts of writing job ads
2. Critique a few real lives ads and show you how we would write one
3. Recruitment myths and latest trends
4. Discuss strategies around placement and attraction
5. Provide our top tips for recruitment
6. Opportunity to ask questions

Here are our top do's when writing a killer job ad



NEED TO CONSIDER THE FOLLOWING



Simplicity

Keep your Ad super simple. Don't overcook it and make it too wordy with too many words and detail!



Stand out

Make sure you stand out from the crowd of boring job ads. Give them a flavour of your brand personality.
Why are you different?



Serenade

Serenade them into wanting to apply for the job, this is your chance to hook them in!



Speak to the person

The language you use should speak directly to the candidate and use YOU language.

Let's discuss

A few different examples



Review of Ad One – Based on our top do's?

QUALIFIED AUTOMOTIVE MECHANICS

WE'RE LOOKING FOR OUR NEXT TALENTED TEAM MEMBER WHOSE DREAM LIFE WE CAN HELP CREATE!

Positions available:

1. **Qualified Automotive Mechanic/s**
2. **Qualified Automotive Mechanic/s with Experienced Diagnosis skills**

💰 **\$500 Referral bonus***

💰 **Starting bonus on offer***

⚙️ **WHAT ARE WE OFFERING?**

We are offering you an opportunity to start your new working LIFESTYLE with [REDACTED] which rewards its team members based on the value they provide.

We offer a lot of benefits but are not limited to:

- ✔️ Full Time, worked over a 4 day work week, with 3 day weekend. (Tuesday-Friday 7am-5pm, NO weekend work). True work/life balance!
- ✔️ Lunch supplied 4 days.
- ✔️ Uniforms (shirt and pants/shorts) supplied.
- ✔️ Competitive salary (\$60,000+)
- ✔️ Minimum 1 week off over Christmas/New Years
- ✔️ Paperless workshop, no paper repair orders, operate from iPad.
- ✔️ Supporting you to further your skills with training and mentoring every week
- ✔️ A friendly, supportive environment
- ✔️ Meaningful work – help keep customers' cars & their families safe
- ✔️ Team building days and being included in Quarterly and Yearly planning (we work with you to set and achieve your goals too!)

⚙️ **What do we need from you?**

- 🔧 Qualified Automotive Mechanic with 5+ years experience with a variety of makes and models
- 🔧 Current Manual drivers licence
- 🔧 Have own tools
- 🔧 Take pride in your work
- 🔧 Love working in a team
- 🔧 Be willing to be held accountable for the responsibilities of your role
- 🔧 Want to continue to learn, develop and grow your skills
- 🔧 Qld Roadworthy licence and high diagnostic skills are an added bonus, but not essential.
- 🔧 A genuine passion within the automotive industry.
- 🔧 Be driven by results and focused on outcomes.
- 🔧 Excellent communication skills and live our values in your own life.
- 🔧 Have a clear ability to learn fast, retain knowledge, work with the team and have great problem-solving skills.
- 🔧 Incredibly eager to learn.
- 🔧 An exceptional team player.
- 🔧 Proactive in all areas of your life.
- 🔧 Strong communicator.
- 🔧 Adaptable and proficient with technology (we are a digital workshop).
- 🔧 Highly organised.
- 🔧 Detail orientated & high accuracy level.
- 🔧 Live our [company values](#) in your own life.
- 🔧 Roadworthy licence, air-con licence and high diagnostic skills are an added bonus (but not required).

⚙️ **Some of the responsibilities of this role:**

- ✔️ Carry out diagnostic procedures.
- ✔️ Implement and monitor environmental regulations in the automotive mechanical industry.
- ✔️ Follow all our policies, processes, and systems and record new ones.
- ✔️ Provide excellent and clear team communication.
- ✔️ All facets of Car servicing and repairs.
- ✔️ Process digital paperwork in a correct and timely manner.
- ✔️ Excellent time management.
- ✔️ Contribute to the 'Continuous Improvement' philosophy of the business.
- ✔️ Other activities that serve the team and business as required.

⚙️ **How can you tell if we're the place for you?**

Work / life balance is extremely important to us, that is why we introduced the 4 day work week and have a long weekend every week! We also stick to our workshop opening hours but from time to time will offer overtime if you're interested. We want our team to take the time to rest and enjoy their life outside of work.

We always encourage our team to bring ideas and visions to us as we are always interested in what you have to say. We give you the opportunity to work somewhere that values you and what you do. We want you to succeed BUT also have fun and a laugh along the way.

If this sounds like somewhere you'd love to work, then send us your up-to-date resume RIGHT NOW!

Email to [REDACTED]

**Referral bonus is paid if you refer someone for this position and they successfully complete their 6 month probation period.*

** Starting bonus is to assist with relocating/moving costs.*

"How we do one thing is how we do everything!"

Review of Ad Two – Based on our top do's?

We are in a hunt for **Qualified Automotive Technician**

1. Do **YOU** feel your skills are currently **UNDERVALUED**?
2. Are **YOU** tired of not getting **RECOGNISED** for the hard work you do?
3. Is **YOUR** life 'ground hog day'? **ALL WORK & NEVER ENOUGH PLAY.**

If this sounds like YOU....then you may be our next star [REDACTED] Autocentre team member.

Our family-owned business, [REDACTED] is looking for a honest, loyal, energetic, passionate, person LIKE YOU who wants to work in a relaxed, friendly, close-knit team.

An opportunity now exists to expand your professional knowledge and personal skill set. We understand in the importance of YOU.... You're not 'just a mechanic', but to us, you're an industry specialist. We see YOU as an expert in your industry. Someone with specialist knowledge and skills. You know how to keep our customer's vehicles moving, and when that happens, you keep us happy too. Teamwork is important to us, and we're after a team player.

Does this sound like you?

The position is for an automotive technician, so you'll need to be Trade Qualified as a Mechanic. We're also after someone who's been around for a while, preferably at least 4 years in the trade. Has experience on a range of vehicles & has good diagnostic interpreting & fault-finding ability. Quality workmanship underpins everything we do at [REDACTED] Autocentre. We need a team member who takes pride in the quality of work they produce and fit into our culture.

If you have the above skills and are looking for an exciting and rewarding career in a modern and forward-thinking workshop, please send a copy of your resume along with a cover letter and a copy of your qualifications to: XXX@gmail.com

All applications will be strictly confidential.

DID SOMEONE SAY

WORKLIFE BALANCE?

WE ARE LOOKING FOR AN AUTOMOTIVE
GUN TO JOIN OUR GROWING TEAM

- 4 DAY WEEK
- FUN WORK ENVIRONMENT
- CAREER DEVELOPMENT
- FAMILY FRIENDLY BUSINESS



Visit www.reallygreatsite.com for further information

At BigShedAuto our people are our number one priority. Our team is made up of passionate, knowledgeable, and driven auto experts that are ambassadors of our authentic culture. It's more than just fixing cars. As a Qualified Automotive Technician you are considered to be industry experts responsible for delivering the very best in customer experience for our clients.

About you

- Quality workmanship is just your jam
- You will have been around the block a few times (4 years min)
- Proven ability and desire to take initiative
- Relevant Trade Qualifications
- You'll live and breathe our people-first culture!

A day in the life of your new role

- Carrying out diagnostic procedures
- Delivering all facets of car servicing and repairs
- Focusing on excellent customer service
- Communicating with our service team to get results
- Problem solving and continuous improvement activities

Why you will love working with us...

- 3 day weekend
- Lunch provided every day
- Paperless workshop
- Family friendly environment

MYTHBUSTER

**PUT A JOB AD OUT THERE AND
CANDIDATES WILL COME**



MULTIPLE JOB BOARDS AVAILABLE

1. Seek (paid)
2. Indeed (paid and free)
3. LinkedIn (paid and free)
4. CareerOne (paid and free)
5. Adzuna (free)
6. Jora (free but is also part of Seek)
7. Goldi (free)
8. Gumtree (paid and free)
9. Vpply (free)
10. Facebook groups (free)
11. Sports Clubs/Pubs/Community Centers/University/Tafe (free)
12. Use employee referral programs



The recruitment market is forever changed

The demand for talent is greater than the supply, and talent shortages are at a 46-year high. By 2030, it's predicted more than 2 million jobs could go unfilled because there aren't enough skilled people to fill them.

At the same time, we're dealing with a Great Resignation boom that's seen 38% of workers plan to look for a new job in the next 12 months, and a further 39% open to new opportunities.

Candidates now hold all the power and should be viewed as your greatest customer! Latest Hays data suggests that:

1. Unemployment predicted to fall below 3.7% in 2023 (currently 4%)
2. 91% of employers are experiencing a skills shortage
3. 58% of employers reported an increase of staff turnover
4. Remote recruitment is here to stay
5. Flexibility and hybrid work options are paramount
6. Pay and bonuses still king – need to be competitive



Attraction & Retention Strategies

Against this backdrop, talent teams are getting creative: they're prioritising candidate experience, employer branding and alternative sourcing channels. It's no longer enough to sit back and expect candidates to find you: every organisation has to be proactively recruiting if they want to find enough people to fill roles. That means embracing recruitment marketing tactics like targeted careers sites and employer branding content to build robust talent pipelines ahead of hiring demand.

All businesses need to get more creative and prioritise focusing on:

1. Creating a positive candidate experience (be fast, furious and fun)!
You need a good process that adds value!
2. Need to work on your employer branding and employee value proposition (Use a video in your Ad)
3. Be constantly recruiting (don't wait until you need someone) you should always be on the hunt
4. Headhunt if and when you can
5. 91% of employers are experiencing a skills shortage
6. 58% of employers reported an increase of staff turnover
7. Outsource if you want to up your game



RECAP! The 5 KEY TIPS

- Establish a clear employer brand showcase your point of difference (benefits)
- Recruit FAST – speed IS KING
- Cast the net wide
- Develop a clear process that focuses on candidate experience
- Make recruitment a priority –the number 1 way to improve your profitability is through hiring GREAT PEOPLE

THANKS FOR JOINING US

GET IN CONTACT

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