

JOB ADVERTS

**C.E.R.T-IFY YOUR TEAM**

# Job Adverts That Actually Work

Your job advert is the first interview. Stop wasting it on the same generic copy as everyone else.

## **C.E.R.T-IFY YOUR TEAM**

**CREATE**  
Foundations

**EXPAND**  
with purpose

**RETAIN**  
Talent

**TRAIN**  
for growth

**FM**

Consultants

Find out what your recruitment is really costing you - in 90 seconds.

hello@fittonmillet.com  
www.fittonmillet.com

[Cost calculator](#)

# Why Generic Adverts Fail

"Caring, compassionate individuals needed. Must be flexible. Competitive pay." Sound familiar? Generic adverts attract generic applicants. A well-written advert does more than list duties. It speaks to the right people – and makes them feel understood, valued, and excited to apply.

## 1 SPEAK THEIR LANGUAGE

Write with warmth and purpose. Show why they belong in your team. Prove you actually care. Drop the corporate filler.

## 2 SHOW CULTURAL ALIGNMENT

Reflect your real values. If teamwork, flexibility, or person-centred care matter, weave them in authentically. Don't just list them.

## 3 ATTRACT A DIVERSE WORKFORCE

Different people respond to different messages. A well-crafted advert appeals to a mix of backgrounds, strengthening your team's dynamic.

# Build the Team, Not Just Fill a Gap

Pay matters. But it's not the only thing, or even the main thing, that gets a great carer to apply. Sell what they actually want.

**4**

## SET EXPECTATIONS CLEARLY

The wrong hire costs time and money. Specific, engaging adverts attract people who genuinely fit the role and stay long enough to matter.

**5**

## SELL MORE THAN SALARY

Many carers value being supported, respected, and not burnt out more than 50p more an hour. Lead with that.

**6**

## SHOWCASE YOUR POSITIVE CULTURE

Flexible shifts. Fair rotas. Proper training. Recognition for hard work. These attract better applicants AND help retain them long after.

**7**

## FOCUS ON RETENTION, NOT GAP-FILLING

If people enjoy working for you, they stay AND recommend you to others. That saves time, money, and stress. Build a team — don't just patch a rota.

# Your adverts are a symptom. Fix the system.

Pick your next step.

**RECOMMENDED NEXT STEP**

**ONLY £97**

## The FMC Recruitment Health Check

A full self-audit of your recruitment, retention and onboarding, with a 5-domain scored audit and a personal blueprint to fix what's broken.

**GET MY HEALTH CHECK**

### OR TAKE ONE OF THESE STEPS

#### RECRUITMENT COST CALCULATOR

See exactly what poor recruitment is costing you.

**LEARN MORE**

#### BOOK A DISCOVERY CALL

30 minutes. No pitch. Just a proper conversation.

**LEARN MORE**

#### EXPLORE FMC SERVICES

Mentoring, automations, ATS, and managed service options.

**LEARN MORE**

Care sector talent acquisition without the agency tax.