

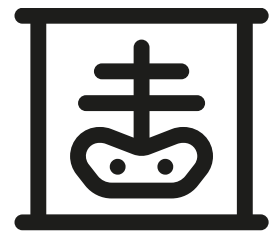
Job Ads That Deliver with Jayke Annan

A practical playbook for recruiters who want to write job ads that attract, convert, and build credibility.



Meet Your Trainer

Jayke Annan



Recruitment Trainer

Specialises in upskilling in-house and agency recruiters



15 Years of Experience

Led recruitment teams at Network Rail, National Grid & Atlas Hotels





ADS

What You'll Learn:



Writing with structure

Use proven models to improve clarity and persuasion.



Fixing weak ads

Spot and remove lazy language, empty fluff and filler lines.



Selling psychology

Learn how candidates make decisions and how to influence them.



Call to action

How to drive more candidates to take action now

FAB – The Psychology of Sales



Feature
The Fact



Advantage
Why it's useful

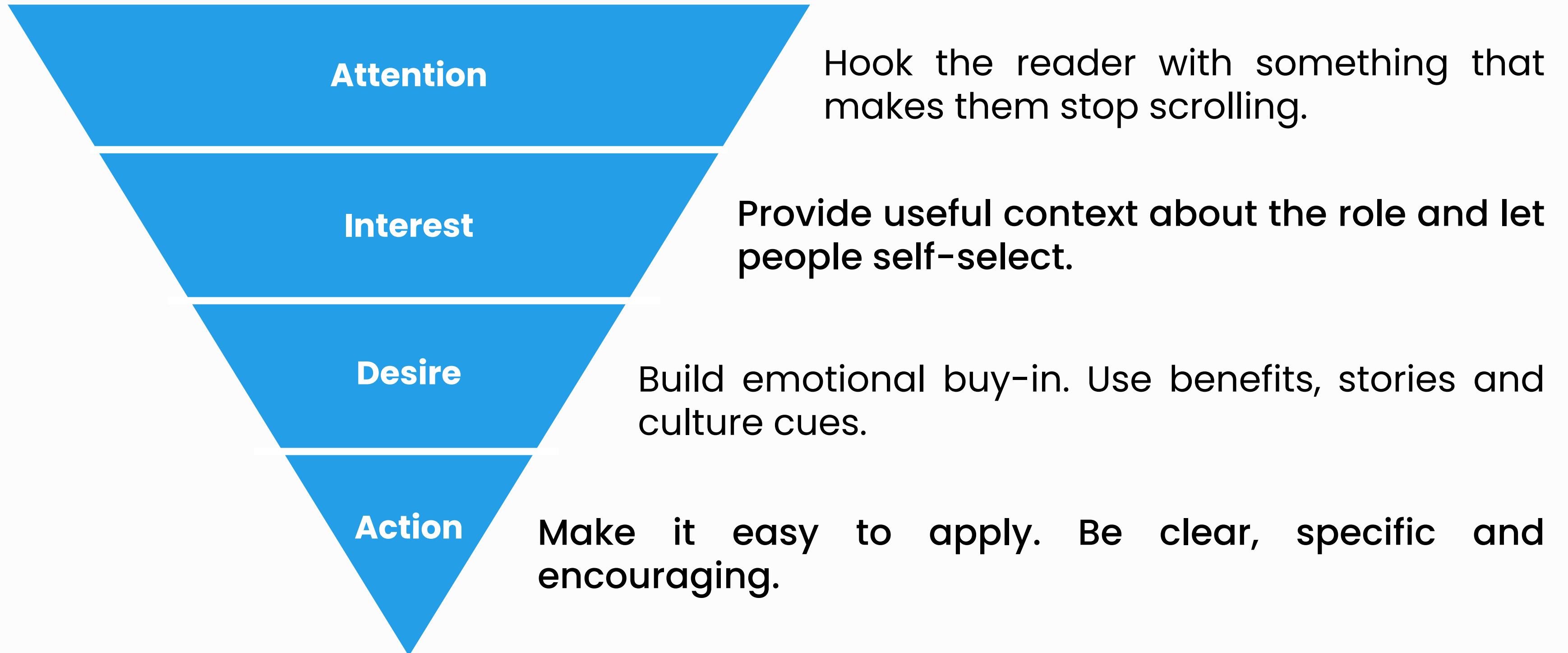


Benefit
Why it matters to the reader

Know your audience's worries and desires.

Speak to their outcomes, not your offer.

AIDA – JOB AD STRUCTURE



Empty Calorie Words

Cut what adds no value

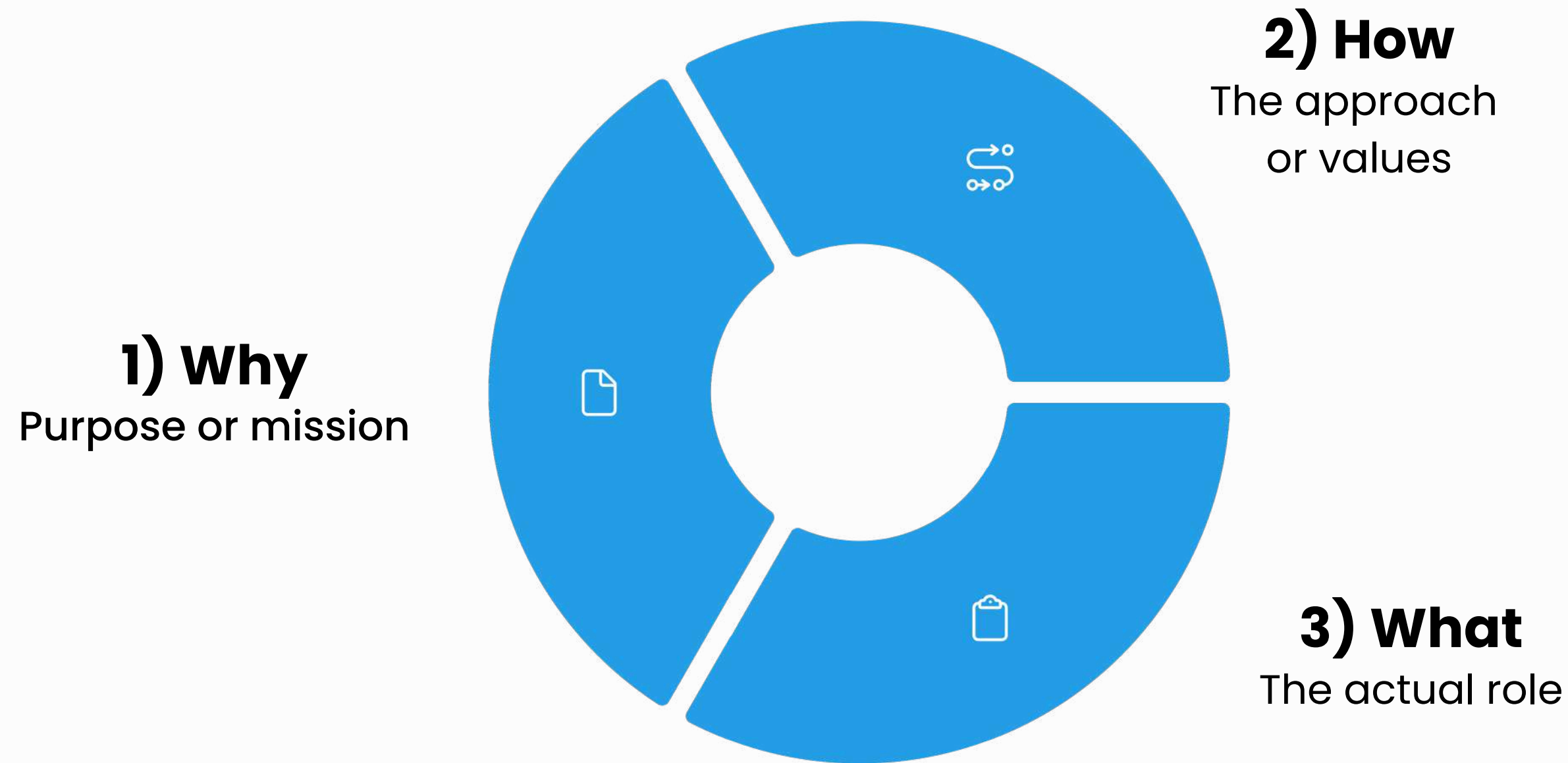
- ✗ “Award-winning”
- ✗ “Dynamic Business”
- ✗ “We’re a recruiting [title]”

Replace with specifics and proof

- ✓ Instead of “great training”, explain what that means in real terms.



GOLDEN CIRCLE – START WITH THE ‘WHY’



**Most ads start with what the job is. Great ads start with why the opportunity exists.
People buy into purpose, not just duties.**

LAER – OBJECTION HANDLING

- Listen**
Hear the candidate's concerns
- Acknowledge**
Validate their perspective
- Explore**
Dig deeper into the real issue
- Respond**
Address with relevant solutions

Most rejections aren't **no's**, they're just not sure.
Understand the real reason behind resistance, then
connect your response back to their desired outcome.



OPENING LINES – GRAB ATTENTION

Don't open with

"We're hiring..."

Start with

Curiosity, challenge or intrigue

Examples:

"There are 4 mistakes in this job ad. Can you spot them?"

"What if your targets were output-based, not KPIs?"

Set tone, mood and voice in the first line.

It matters more than you think.

YOU-FOCUS

It's not about you. It's about them.

Instead of

"We offer competitive benefits
and a great work environment"

Write

"You'll enjoy competitive benefits
while working in a supportive team environment"

Flip the perspective.

Every "we" can become a "you".



**Ask: Why should the candidate care?
What's in it for them?**

KEEP IMPROVING YOUR JOB ADS

1

Use Frameworks

Apply FAB and AIDA structure to your ads effectively

2

Cut empty words

Remove fluff and focus on meaningful content

3

Focus on benefits

Highlight what matters to candidates, not just duties

4

Speak directly

Address the reader with 'you' language

5

Lead with curiosity

Open with intrigue and close with clear action steps

KEEP LEARNING



Access the full course



**Access our platform
for more content**