THE ART OF ATTRACTION

The difference between job descriptions and advertisements, and why it matters

JOB DESCRIPTION VS. JOB ADVERTISEMENT

A job description is an internal document that outlines the responsibilities, qualifications, and requirements of a position. It serves as a guide for the hiring process, performance evaluations, and employee training. Job descriptions tend to be highly detailed, focusing on the technical aspects of a role.

In contrast, a job advertisement is a promotional tool used to attract potential candidates to apply for an open position. The purpose of a job advertisement is to highlight the benefits of working for your organization and emphasize the unique aspects of the role that would entice a candidate to apply. While a job advertisement should still include essential information about the position, it should be written in a more engaging and persuasive tone. You can think of a job advertisement as a sales pitch to potential candidates.

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TOP 5 TIPS FOR WRITING A JOB ADVERTISEMENT ON DEVEX

1 CRAFT A COMPELLING HEADLINE

Your headline is the first impression candidates have of your job posting. It should be concise, attention-grabbing, and accurately represent the role. Use keywords relevant to the global development field and specific to the position to help your advertisement stand out and attract the right talent.

2 HIGHLIGHT MISSION AND IMPACT

Development candidates are often motivated by a desire to contribute to meaningful work. Emphasize your organization's mission, values, and the impact it has on the communities it serves. By sharing this information, you can create an emotional connection with potential applicants. You can do this on job postings and your organization profile page on Devex.

3 SHOWCASE BENEFITS AND OPPORTUNITIES

To entice top candidates, describe the unique benefits you offer. These might include professional development opportunities, a supportive work environment, or the chance to work on innovative projects. Be sure to mention any competitive salary packages, flexible working arrangements, or other perks you offer on your Devex organization profile.

4 USE CLEAR AND CONCISE LANGUAGE

While it's essential to include relevant information, avoid overwhelming candidates with lengthy text or jargon. Use clear, concise language to make your job advertisement easy to understand and appealing to a wide range of candidates.

5 INCLUDE A STRONG CALL TO ACTION

Encourage candidates to apply by including a clear call to action in your job advertisement. Direct them to your application portal or provide instructions for submitting their application materials. Make the application process as seamless as possible to increase the chances of attracting top talent.

TO SUM THINGS UP...

By understanding the differences between job descriptions and job advertisements, you can improve your ability to attract the best candidates for your organization.

Implementing these five tips for writing a job advertisement on Devex will help you to create compelling content that resonates with the global development community and drives more applications for your open positions.

Are you recruiting?

POST JOBS TO THE WORLD'S LARGEST DEVELOPMENT JOB BOARD AND LARGEST CIRCULATION NEWSLETTER OF ITS KIND

SEARCH OUR COMMUNITY OF 1M+ DEVELOPMENT PROFESSIONALS: USE SMART FILTERS LIKE **DONOR EXPERIENCE**, AND VIEW **CITIZENSHIP DATA** AND **CVS**

GET THE LATEST RECRUITER INSIGHTS AND SHARE CANDIDATE PROFILES WITH YOUR GLOBAL TEAM—THERE'S **NO LIMIT ON THE NUMBER OF USERS** FROM YOUR ORGANIZATION

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