

Newspaper Advertising Do's

DO keep it simple and understandable.

DO keep it short. Job seekers do not want to take the time to read a page long ad. It will also save a substantial amount of money.

DO think about what makes the State attractive – focus on our unique assets (benefits, flextime, growth potential). Think differentiation!

DO be creative about where you place your ad (perhaps the sports page the day of a Packer game or important local event?) Be imaginative and think out of the box!

DO consider using the word “you.” (Microsoft once headed a classified that said “You’re not an easy person to find. . .”) It compliments the reader and is eye-catching.

DO provide clear and concise directions on how to apply.

DO consider merging ads if you have more than one position open. It is amazing how cost effective that can be!

Example of State Ad that encompasses most of the above:

Executive Assistant

If you are an energetic self-starter, with sound judgment, the ability to make independent decisions, work on one's own initiative, and are looking for a rewarding and challenging opportunity, this job is for you.

We are looking for **two** people who will be responsible for planning and organizing the administrative support functions of the Secretary's Office.

Individuals will provide assistance to the Secretary, Deputy Secretary, and the Executive Assistant in meeting departmental goals and objectives. You will be responsible for working with a diverse internal and external customer base, while providing general office support.

Starting salary will be between \$31,251 and \$50,003 per year, depending on qualifications and experience, plus excellent benefits.

Application deadline is June 2, 2004.

Application details are available at www.dor.state.wi.us/hrs/opportun.html.



Wisconsin Department of Revenue
An EEO/AA/ADA Employer

Newspaper Advertising Don'ts

When writing advertisements for newspaper classified sections, there are a couple of key points to keep in mind. One is that most job seekers using the careers classified section will skim it because there are so many ads; therefore, an ad has to distinguish itself from the others in some way to make it stand out. The other is that job seekers can feel like they're on information overload when faced with pages of tiny text in the classifieds section, therefore many job seekers are attracted to straightforward and concise ads. Here are some tips:

DON'T design an ad that is small, crammed together, and hard to read.

DON'T copy and paste the COB announcement into a newspaper format and use it as the ad. The reader will be overloaded with information. Newspaper ads should look clean and be clear and concise. Additionally, don't forget the cost factor associated with blocks of text. The bigger the ad is, the more that ad is going to cost.

DON'T include paragraphs of application instructions in the newspaper ads. It looks like a boring block of text in the ad and it takes up valuable space, which costs money. Refer interested applicants to a website with the job announcement and a request line number for applicants who do not have internet access.

DON'T use both the official classification and working title in the ad unless absolutely necessary. Often times the classification and working title sound like two completely different jobs and are confusing to job seekers. Use the working title of the job in the ad because it's easier to understand and gives the job seeker a better idea of what the job is about. A confusing job title is not going to pull attention to your ad when it's competing with a hundred other ads on the same page. Odds are a job seeker will skip your ad to look at one that is more straightforward and easier to understand.

Here is an example of how **not** to create a newspaper ad:

STATE OF WISCONSIN

Department of Important Work

AGENCY MANAGER DIRECTOR, BUREAU OF PROGRAM DEVELOPMENT

Madison

Starting salary is between \$50,475 and \$75,712 per year, depending on qualifications, plus excellent benefits.

Manage & direct the operation of the following Bureau functions: new and innovative program development, program evaluation, training, development of manuals, development of administrative rules, rehabilitation technology, grants activities and programs, and statewide consultation and special program service to all units of the Division. Other duties include supervision of staff, development of policies and procedures, directing strategic planning, directing public information activities, overseeing the impartial hearing process, and implementing the Quality of Worklife and Diversity Initiative for the Bureau.

QUALIFICATIONS: Leadership skills. Knowledge of vocational rehabilitation programs, policies and processes, and issues related to vocational rehabilitation. Management and administrative skills to include: strategic planning, policy development, budgeting, grant administration, personnel management, knowledge of issues related to work force diversity, and supervision. Advanced oral and written communication techniques. Ability to work effectively with a variety of individuals, groups and organizations.

TO APPLY: Apply with the Application for State Employment form (DER-MRS-38), a resume and a typewritten paper no longer than two pages describing your training and work experience related to the above job duties and required knowledge. Send completed application materials to Human Resources, PO Box 1234; Madison, WI 53707-1234. Deadline date for receipt of application materials is **November 1, 1999**. **NOTE:** Current state employees with Career Executive status need only submit a resume and cover letter that includes your current classification. Direct questions to Jane Doe (608) 555-1234 or e-mail jdoe@wisconsin.gov.

AN EQUAL OPPORTUNITY EMPLOYER