APPENDIX 2C – EMPLOYERS’ HANDBOOK *(Remove comments in red.)*

**EXAMPLE FORMAT FOR RECRUITMENT ADVERTISEMENT**

*(Employer Guidance - consider any advertisement as an opportunity to ‘market’ the position and the company to potential applicants. Therefore use language and phrases that reflect your company culture, work environment and the desired individual/team behaviours.)*

**Job Title:**

***Include Company name/logo***

**Salary:**

*(Employer Guidance – including a salary is optional but advisable as it will either encourage to dissuade potential applicants and therefore increase the likelihood of the successful applicant being willing to join the company for the salary on offer.)*

**Length of contract:**

**Location of job:**

**Company background:**

**Summary of role:**

*e.g.* As a result of … we are now seeking a …

**Essential and desirable criteria**

Applicants must … *(insert the essential criteria)*. Preference may be given to applicants who … *(insert the desirable criteria)*.

A full job description, person specification and application form are available from: *(insert contact details name, address, telephone number, email address etc)*

The closing date for completed application forms is … *(typically 2 weeks but suggest allowing until the following Tuesday which will give an additional weekend to allow applicants time to complete and return the application form.)*

*An equal opportunities statement is recommended, potentially together with a specific welcome statement, for example, highlighting your desire for applications from individuals who are under-represented in the business. Further guidance is available from the Equality Commission.*

*Consider this an opportunity to ‘market’ the position and the company to potential applicants. Use language and phrases that reflect your company’s culture and work environment. Check how and where your competitors advertise. Try to be creative and to ‘stand out’ for the right reasons. Use every opportunity and format possible to promote the post. Consider what will attract applicants to the post from their perspective.*

*Employer Guidance on some good practice tips for avoiding discrimination:*

* *Job titles should be gender neutral.*
* *Do not use words like ‘ young’, ‘youthful’, ‘mature’, ‘dynamic’, ‘energetic’ ‘enthusiastic’ to describe the workplace or person you are seeking.*
* *If the job requires the job-holder to have a particular characteristic e.g. woman or man, or have a particular religion or race etc., this should be stated in the advert. You should contact the Equality Commission for further advice.*
* *Be careful when using photographs and if possible show both men and women and people of different races.*