

# QUICK GUIDE TO CREATING A SUCCESSFUL JOB ADVERT



[www.brusselsjobs.com/recruit](http://www.brusselsjobs.com/recruit)

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[www.brusselsjobs.com/post\\_job](http://www.brusselsjobs.com/post_job)

## JOB ADVERT CHECKLIST

Check that your advert covers all the below items before you post your job advert, to get the basics right. If you have time, read our other guides to ensure you attract the right candidate.



## JOB DESCRIPTION

- Short description of business/organisation, and division activity, market position and aims
- To whom the position reports - or other indication of where the role is in the organisation
- Outline of job role and purpose - set up in a list of points if possible
- Indication of size, responsibility, timescale, and territory of role
- List of firm requirements for the job (as bullets)
- Outline of ideal candidate profile
- A separate list of other skills that would be advantageous to have
- Indication of qualifications and experience required
- Salary range
- Other package details (pension, car etc.)
- Career advancement opportunities
- Equipment and systems to be used in the performance of the job, if necessary

## JOB ADVERT ESSENTIALS

- Precise job title
- Name of employer (or recruitment agency)
- Job location
- Whether the role is full-time, permanent or a short-term contract
- Publishing date and application deadline
- Job and advert reference number if necessary
- Have clear text, layout, and a professional image
- Branding should be present but not overbearing

## RESPONSE AND OTHER INFORMATION

- Response and application instructions
- Explanation of recruitment process
- Perhaps interview dates
- Contact details as necessary
- Equal opportunities statements

## Top companies use BrusselsJobs



## CONTACT SALES:

Ask about **up to 30% off volume packs** and about our **high visibility packages**

[info@brusselsjobs.com](mailto:info@brusselsjobs.com)

Tel: Belgium +32(0)2 790 3200

Tel: UK +44 (0)20 3608 8800

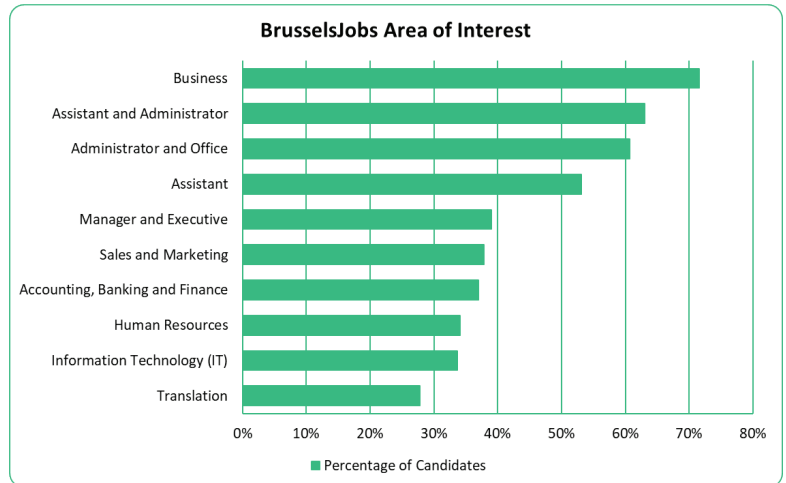
## Reach your top talent today

- Centralized site for well-educated international experts and expats looking for jobs in Belgium
- 10 000 sessions (visits) and 7 000 users (unique visitors)
- 7 000 weekly general Newsletter sent and 5 000 weekly Job Alerts with custom preferences

## Highly qualified jobseekers in the fields of Business, Finance, HR, Accounting, Office Mgmt., Assistant, IT, and many more.

Through years of marketing and networking at industry relevant events, BrusselsJobs attracted a niche audience of highly qualified candidates.

- 82% are willing to relocate
- 57% hold a master's degree
- 46% have a specialisation in business, finance or administration
- Multilingual with English as the most common language



## What our Clients Say



"We have received **many applications** for our position which we advertised on the **BrusselsJobs** website and found it a **very effective way to recruit**. We had **immediate and numerous responses** to our ad, so we asked you to remove our ad earlier as we received enough applications. Many thanks for your great service."

- Emmanuelle Bomo, Harwood Levitt Consulting



DeutscherAnwaltVerein

"We were **urgently recruiting** for an "Assistentin/Sekretärin der Geschäftsführung" in Brussels and decided to put up the vacancy on **BrusselsJobs.com**. 3 weeks later we had **many quality applications** of which we managed to identify some good candidates. As a result we managed to hire one of them already. The Advertisement on BrusselsJobs was **very useful** for us. Thank you very much for your service."

- Elena Iuga, Deutscher Anwaltverein



"I was **very pleased with the response** to our add on **BrusselsJobs**. I think the **BrusselsJobs** website is very well structured and a key reference for candidates and but also recruiters!"

- RA. R. Ayazi, Secretary General, NEREUS-Secretariat



"We have indeed received a **good number of applicants** from the advert we placed on **BrusselsJobs**. The statistics BrusselsJobs provided us with showed us we had over 900 users, who viewed our ad over a 1000 times in only three weeks. I am convinced we will soon hire a good Executive Assistant."

- Joanne Dowson, Recruitment Coordinator Talent Sourcing Europe and Middle East GALLUP