Job advert template

HIRING UK, www.hiringuk.co.uk. Downloaded 26 November 2026.

An advert is not the job description. The description is the full record; the advert has about ten seconds on a phone screen to make the right person read on. Fill in the eight parts below in this order. Everything in square brackets is for you to replace.

1. JOB TITLE

[What a candidate would search for: Class 2 Driver, not Logistics Hero. Add the level if it matters: Senior, Supervisor, Trainee.]

2. WHERE AND WHEN

[Town or site, hybrid or remote if true, the hours, the shifts, the days.]

3. PAY

[The rate or the range, and overtime. Put it near the top. Adverts that hide the pay get fewer applications, and on HIRING UK the pay is always shown.]

4. ABOUT YOU, THE EMPLOYER

[Two or three lines. What you do, how many of you there are, and one honest reason somebody would want to work here.]

5. THE JOB

[What the person is there to achieve, then what a normal week looks like, in four to six short bullets.]

6. WHAT YOU NEED

[The essentials only: the licence, card or skill the job cannot be done without. Then, separately, anything that is merely helpful.]

7. WHAT YOU OFFER

[Holiday, pension, training, parking, regular hours, a manager who answers the phone. Only what is true.]

8. HOW TO APPLY, AND WHAT HAPPENS NEXT

[One way to apply, and when they will hear back: "We reply to everybody within five working days."]

Before you post it, check

- Would the title come up if you searched for the job yourself?
- Is the pay in the first few lines?
- Have you read it on a phone? Short paragraphs, no wall of text.
- No word that points at age, sex, race, religion or health. The list of phrases to avoid is at hiringuk.co.uk/advert-wording.
- Is every requirement really essential? Each extra one removes applicants.
- Is there one clear way to apply, and a date they will hear by?
- Would the person doing the job now recognise it from this advert?

On HIRING UK you do not need to start from a blank page: put the job title, the pay and the hours into the form at hiringuk.co.uk/post-a-job and the site writes a first draft in this order, for you to change.