

Factsheet C6: Advertising the vacancy

Once you have created your job description and person specification with summary terms and conditions for applicants, you can focus on creating your advert.

When you advertise you need to consider where you want to place your advert, e.g. using the Personal Assistant (PA) register provided by Equal Lives, newspapers, magazines, in shop windows, or on the internet. You can advertise in as many or as few places as you want, bearing in mind that different options may cost substantially different amounts. You will consider how these costs will be met, either from your direct payments, as approved in your support plan, or from your own monies.

Many people advertise in the local newspaper(s), although this can be expensive as the advert is priced by size. Using other methods, you may not be as restricted and it may be more suited to targeting the type of person you are looking for. Some other options are also free, such as the Job Centre.

By looking back at your job description and person specification, you can pick out key elements of the job to include within your advert. There is no right or wrong way to create an advert, and it is entirely up to you how you do this. It is good to think about how the advert would read to someone that doesn't know you and how appealing the job would sound to them. You could have a look at adverts in newspapers and magazines to get ideas.



The main terms usually included within an advert are:

- who is the employer
- the location
- hours and days of the week
- rate of pay
- the type of person you are looking for
- who to contact to apply
- a closing date (if applicable). (Equal Lives will provide you with a vacancy reference number. If you do not use Equal Lives to advertise, you may still want to apply a reference number so the places advertising for you, can identify your job.)

Example Advert

Below is an example advert you can use to help you to create your own advert:

Caring Personal Assistant required to support a mother in
Norwich with her morning routine & lunch preparation.

For details:

Telephone (insert number)

Job Reference 1916-1

4hpw, Tues. £7.50ph.



How to apply

You now need to decide how you would like people to apply for the job. There are many ways people can do this. You may wish to use one or a combination of the following:

By Application Form - An application form would ask them to give a personal supporting statement, ask about their work history and ask for references.

By sending in a Personal Statement - A personal statement would describe more about the person and not necessarily show you what work history they have.

By sending in a CV - A CV is a formal document that lists a person's work history and qualifications, as well as information about themselves.

By telephone - You may choose to have a telephone conversation with applicants, asking them a few questions to decide if you want to interview them – if you choose this option remember to ask everyone the same questions.

When sending out details of the job (person specification, job description & terms and conditions) with either an application form or stating how you want them to apply, you will also need to include details of where they should return their completed application to and by when (closing date).

All application methods should require applicants to complete an Employment of ex-offenders and the Rehabilitation of Offenders act form, asking them to enclose a statement if they have anything to declare. Any statements should



