

Identifying Reasons for an Unsuccessful Advert

As a Hiring Manager, it's crucial to reflect on why the initial advertisement didn't attract the right candidates. Understanding its shortcomings is key to making improvements. Here are some key principles to consider before re-advertising:

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| Timeline - Determine if it's the right time to re-advertise. Certain times of the year may be more advantageous for attracting candidates. |
| Clarity and Conciseness - Keep the advert summary brief and focus on key aspects of the post. |
| Direct Language - Use direct language like 'you will have' instead of 'the postholder will require'. |
| Alignment with Job Description/Person Specification - Ensure the essential and desirable criteria align with the Job Description/Person Specification. |
| Qualifications - Be specific about essential qualifications. |
| Point of Contact - Include a point of contact for candidate enquiries. |

Clarifying Person Specification and Essential Criteria

Review the person specification to ensure the essential criteria is clearly outlined in the advert. Make the essential criteria more prominent, perhaps by setting them in bold or creating a separate section in the advert.

Creating an Engaging Advert

Adverts should be engaging and descriptive to convey the excitement of the job opportunity.

Provide insights into the team and culture emphasising the benefits of working for NHS Scotland.

Additionally, ensure to showcase the unique selling points (USPs) of the role, outlining any development opportunities it offers. Clearly articulate why this role is important and how it contributes to the organisation's objectives.

Consider streamlining the candidate application process by including interview details such as the date, location or whether they will be conducted virtually.

Think about inviting potential candidates to visit the department informally to get a feel for the team and work environment.

Consider advertising the role as a development or training opportunity. Note that this will need to be re-approved through your usual route.

Social Media, External Websites and Networks

To maximise visibility, consider utilising social media platforms with support from local Comms Teams (avoid using internal website links). Contemplate utilising online journals like the British Medical Journal or other external sites that may cater to the job's specific audience.

Consider sharing the post within local, regional, and national specialist networks to reach a broader and more targeted audience.

Implementing Pre-Assessment Killer Questions

Consider introducing pre-assessment questions, especially for roles with high application volumes. These questions can filter out candidates who may not be the best fit.

Additional Support and Guidance

Remember, the East Region Recruitment Service is here to provide assistance and guidance. Contact us via [Fresh Service](#) or by phone Monday to Friday between 9am and 4pm on 0300 790 0640.