Creating an appealing job vacancy text is a crucial step in setting up successful recruitment. When drafting the text, aim to focus on the candidate you want to attract (your target audience): what matters to them and what information will persuade them to actually submit an application. Highlight the unique features of the specific environment or role. Write in a direct and active voice (for example, use "you do" instead of "will be done"), which makes the text less formal and more personal. When writing, also consider diversity and inclusivity.

1. Choose the right job title

An ideal title for your vacancy should consist of 3 to 5 words. Ensure the title is clear and attractive. Avoid using internal jargon that external candidates may not understand. It is advisable to avoid using punctuation marks.

1. Write a compelling introduction

Start your vacancy with a short and powerful paragraph that intrigues candidates to read further. Avoid mentioning job requirements or details about the organization or work environment initially. Instead, answer the question: What makes this vacancy better/more interesting than a similar role at another organization?

1. Job description (What you will do)

 Use practical examples of tasks and/or describe an average workday. Maintain a logical flow and strike a good balance between paragraphs and bullet points.

1. Work environment (Where you will work)

Highlight the work atmosphere, the team, and the department, emphasizing unique features of the work environment.

1. Job requirements (Who you are)

Avoid clichés, such as "affinity with the target group." If you've described the target group or patient category well earlier in the text, assume that candidates applying will have affinity with the target group. Maintain a good balance between paragraphs and bullet points.

1. Employment conditions (What we offer)

Be as concrete and transparent as possible. Mentioning a salary range encourages faster applications. If you would like to know more about this, click here. Specify the minimum/maximum number of working hours and list secondary employment conditions. Adjust the order in which you list employment conditions based on what the target audience considers most important.

1. Conclusion

Provide (preferably) two contact persons who are easily reachable for candidates, considering availability during holidays as well. Choose a closing date that is not too far in the future, as candidates generally tend to delay applying. Our recommendation is to recruit for 2 to 3 weeks.