

Tips for creating an effective advert

THE PITCH

Your Position advertisement is your sales pitch. Make it attractive!

A list of tasks is a start, but does not make an advert. Your Ad needs to grab your audience. You are the seller and you are selling in a very competitive market.

TARGET YOUR AUDIENCE

The objective is to tap into the mind of your prospective volunteers so they can see themselves in the role you describe and know they can do it.

WALK IN THEIR SHOES

Understand what motivates the type of person you want to appeal to. Make sure you describe the benefits, where they will fit within your organisation and how they will make a difference.

Explain how the role will add value to your organisation.

PROVIDE ALL IMPORTANT DETAILS

As many volunteers are time poor the location of the volunteering role is a key factor. Include as much information as possible regarding transport and parking etc. so they can make an informed decision before applying. Detail the training and support provided.

BLOW YOUR OWN TRUMPET

This is your chance to let volunteers learn about your organisation, the impact you have on the community so that they can engage with your mission and purpose.

WHAT DOES THE ROLE ENTAIL?

Describe the role that needs to be undertaken, the main tasks, skills the volunteer will need, any experience that is a pre-requirement for the role and the time commitment required.

KEEP IT FRESH

Position advertisements are not static, they need to continually evolve and by regularly tweaking the content you can ensure that it is up to date and remains appealing.

DON'T RUSH

A little extra time taken to ensure that your ad is clear and well written will save you time in the long run and attract more suitable candidates as well as reducing the time spent screening.

