

Job Ad Builder (Template)

Write ads that attract the right applicants and set clear expectations.

Best-practice structure (copy/paste)

- **Headline:** role + outcome + hook (e.g., ‘Qualified Electrician — Great team, solid pipeline, clean systems’).
- **The mission:** what the business does and who you serve (2–3 lines).
- **What you’ll do:** 5–8 bullets (outcomes, not a huge list).
- **What ‘good’ looks like:** 3–5 bullets (quality, pace, reliability).
- **What you’ll get:** pay range (if possible), vehicle/tools, training, culture, growth.
- **What we need:** must-haves + licences + experience.
- **How to apply:** make it easy; include a short screening question.

Job ad template

Section	Write your content
Headline	
Who we are (2–3 lines)	
The role (what you’ll do) — bullets	
What good looks like — bullets	
What you’ll get	
What we need (must-haves)	
How to apply + screening question	

Screening question examples (pick one)

- “What’s your current notice period and why are you looking?”
- “What does ‘quality workmanship’ mean to you — give an example.”
- “What kind of work do you most enjoy (and least enjoy)?”