



ACBC ADVERTISING GUIDELINES

Where possible, the agency or ACBC logo should be used on the advertising to promote a strong sense of consistency and visibility. In the case of joint appointments, other logos can be incorporated into the design.

We need to:

- Promote the ACBC as an EEO employer
- Promote ACBC as family friendly workplace
- Detail requirements for Working with children checks or police checks
- Detail Eligibility for working in Australia
- Provide access to our Safeguarding policy

All advertisements should include the following text:

“The Australian Catholic Bishops Conference is an equal employment opportunity employer and promotes and supports a family friendly workplace. The successful applicant must be eligible to work in Australia and may be required to provide a Working with Children Check or a suitable Police Check as part of the recruitment process.

The Australian Catholic Bishops Conference respects your privacy. Please access our privacy collection notice from [insert link to website].

The Australian Catholic Bishops Conference regards its child protection responsibilities with the upmost importance. Please access our Safeguarding Policy from: [insert link to website].”

How to create a successful recruitment advertisement

Creating a successful recruitment advertisement is one of the most vital steps of the Recruitment and Selection process. Reason being, there is a direct link between the quality and placement of your ad and the response of potential applicants. To make the best selection, you need to attract a quality pool of applicants.

Therefore, consider the following points when preparing your recruitment advertisement:

- Ensure the **position title** is reflective of the job.
- Your ad should be **more about the reader and less about you the employer**. Think about what job seekers care about and what is important to them when job hunting. Eg: Flexible working hours.
- Use **bullet points and bold text** to grab jobseekers attention and more so to highlight important aspects of your advertisement.
- **Be succinct and specific** with your ad content. This will lead to more relevant and appropriate applications.
- **The most important word you can use in a recruitment ad is the word you**. Instead of using generic words such as *the incumbent* use **you** to connect with the reader. Speak to the prospective applicant via your advertisement. This is vital as people scan ads before they read them, therefore you only have a few seconds to grab their attention.
- Write in an **active voice** such as, “*you will be*” and “*ideally you will have*”. This further assists in connecting with potential candidates.
- Don't just copy the position description into the ad. **Keep the summary short and engaging**. At this point potential applicants are asking themselves two questions: “Can I do this?”, and “Is it interesting?”
- Ensure your job advertisement is posted where jobseekers would expect to find it. More importantly that it is **posted where the right jobseekers are likely to find it**, eg: Industry specific journals or parish/diocesan bulletins.
- Should you list **salary** on the advertisement? Salary is not the only motivation for job seekers. It is best to leave this out as it may restrict the response. At all times during recruitment only



ACBC ADVERTISING GUIDELINES

supply the minimum to midpoint range. It is highly recommend that you at least include salary as a search function for online job boards such as Seek to increase the chances of your job being returned to the maximum number of potential applicants searching job boards.