



Advertisement

- advertisements are the persuasive messages to attract the customers, clients and employees.
- They may be oral, visual or written



Advertisement

Media for recruitment advertising include the following.

In-house magazine, notice boards, e-mail or intranet. An organisation might invite applications from employees who would like a transfer or a promotion to the particular vacancy advertised, from within the internal labour pool.

Professional and specialist newspapers or magazines, such as *Accountancy Age, Marketing Week* or *Computing*.

National newspapers: often used for senior management jobs or vacancies for skilled workers, where potential applicants will not necessarily be found through local advertising.

Local newspapers: suitable for jobs where applicants are sought from the local area.

Local radio, television and cinema. These are becoming increasingly popular, especially for large-scale campaigns for large numbers of vacancies.



Job Advertisement

Job advertisements should be:

Concise, but comprehensive enough to be an accurate description of the job, its rewards and requirements

Attractive to the maximum number of the right people

Positive and honest about the organisation.

Disappointed expectations will be a prime source of dissatisfaction when an applicant actually comes into contact with the organisation.

Relevant and appropriate to the job and the applicant. Skills, qualifications and special aptitudes required should be prominently set out, along with special features of the job that might attract – or indeed deter – applicants, such as shiftwork or extensive travel.



Job Advertisement

Contents of a job advertisement

Typical contents of an advertisement targeted at external job seekers would include information about:

- (a) The **organisation**: its main business and location, at least
- (b) The **job**: title, main duties and responsibilities and special features
- (c) **Conditions**: special factors affecting the job
- (d) **Qualifications and experience** (required, and preferred); other attributes, aptitudes and/or knowledge required
- (e) **Rewards**: salary, benefits, opportunities for training, career development, and so on
- (f) **Application process**: how to apply, to whom, and by what date

It should encourage a degree of **self-selection**, so that the target population begins to narrow itself down. The information contained in the advertisement should deter unsuitable applicants as well as encourage potentially suitable

Job Advertisement

Job centres. Vacancies for unskilled work (rather than skilled work or management jobs) are advertised through local job centres, although in theory any type of job can be advertised here.

School and university careers offices. Ideally, the manager responsible for recruitment in an area should try to maintain a close liaison with careers officers. Some large organisations organise special meetings or **careers fairs** in universities and colleges, as a kind of showcase for the organisation and the careers it offers.

Job Advertisement

The **Internet**. Many businesses advertise vacancies on their websites, or register vacancies with on-line databases. The advantages of '*e-recruitment*' include:

- (i) Large audience, reached at low cost
- (ii) Interactivity with links to information, downloadable application forms, email contacts and so on
- (iii) Pre-selection of people with Internet skills



• Job Description

Job descriptions (or job specifications) are detailed accounts of the job role of the individual or groups of workers of a particular type. The contents of a job description include:

- (a) Job title and job grade
- (b) Department/section and location
- (c) Wage salary/range
- (d) Function of department and main purpose of job
- (e) Duties and responsibilities
- (f) Specific limits to authority
- (g) Responsible to and for
- (h) Date prepared and Reference number



• Job Description

Job Opportunity

Exclusive Textile Mills Ltd

To Take Your Career To New Heights

Exclusive Textile Mills Ltd has an innovative business strategy that focuses on quality and effective management using a sophisticated technology platform. As a part of our expansion strateg, we are looking for committed & enthusiastic individuals to fill the post of

Procurement Officers

In Purchase Department. The ideal candidate must possess

1. Bachelor in Business Administration (Finance)
2. Hands-on-experience of goods and services procurement
3. Experience in material management
4. Good interpersonal skills

Job Requirements

***Last date for sending applications:
02 March, 2005***

Contact Point

All resumes should be routed to:
Recruitment @excltex.com.pk
Only short listed candidates will be contacted