

Job ads vs. Job seeker

5 Ways Job Ads Fail to Attract Job Seekers

A study of 50 random jobs ads on Seek reveals employers are turning off job seekers



Job Ad

Job Seeker

8%



40%

of job ads provided information on professional development and career paths.

of job seekers say career development is the most important benefit when choosing where to work [1].

2%



60%

of jobs ads said the company was values-driven.

of workers would take a pay cut to work with a company with values that align with their own [2].

70%



300%

talked only about the organisation (using 'we', 'our' and 'us') over candidate-centric words (such as 'you', 'your', 'yours').

more job seekers apply to ads that use personal terminology such as 'you' instead of 'the applicant' than 'demanding' job listings which focus on the organisation's requirements [3].

30%



47%

of organisations declared they were 'diverse', with only 2 per cent specifying how.

of millennials say diversity and inclusion are important factors to consider when job hunting [4].

40%



Everyone...

of job ads boasted a 'supportive' or 'friendly' workplace, but not one specified how or provided detail.

is reading the same old clichés in job ads, so candidates now gloss over them or see them as lacking sincerity.

"These findings once again highlight the need for Australian employers to take talent and recruitment seriously. Our golden rule?

Be bold. Be creative. Be authentic."

- Employer Branding Australia CEO, Mark Puncher

SOURCES

This job ad analysis was conducted by EMPLOYER BRANDING AUSTRALIA (2018) and involved 50 random job ads on job site, Seek.

(1) UdeMy Report, 2018, <https://about.udemy.com/ideas-and-opinions/2018-millennials-at-work-research-report/>

(2) Net Impact in Forbes, 2012, <https://www.forbes.com/sites/jeannemeister/2012/06/07/the-future-of-work-corporate-social-responsibility-attracts-top-talent/#175da4d63f95>

(3) Social Talent, 2016 <https://www.socialtalent.com/blog/recruitment/6-essential-elements-your-job-ads-need-to-include>

(4) Institute for Public Relations, 2017 <https://instituteforpr.org/nearly-half-american-millennials-say-diverse-inclusive-workplace-important-factor-job-search/>