

Tips for Writing an Effective Job Advertisement

Writing Tips:

- ✓ Write in an enthusiastic, inclusive, non-gendered, and inviting tone, as often the most qualified job seekers are choosing between several employers
- ✓ Check, double check, and triple check your advertisement for spelling and grammatical errors or typos. Remember that the ad you create will publicly represent McMaster University.
- ✓ Ensure you have used inclusive language in your advertisement (e.g., educational equivalent, gender neutral terms). For more information, please refer to McMaster's Policy on Inclusive Communications (<https://www.mcmaster.ca/policy/General/HR/>).
- ✓ Ensure you have made a clear distinction between bona fide occupational requirements (those essential tasks required to perform a job), and 'desired/preferred' skills, qualifications, abilities, and relevant experiences.
- ✓ Reiterate the need to demonstrate a commitment to diversity, equity and inclusivity as a required skill competence.
- ✓ Make sure to include the following:
 - description of the Department/Faculty/University
 - description of the role, required capabilities, skills, qualifications, education, designation, experience to be successful in the role
 - description of preferred skills, qualifications (assets)
 - anticipated start date (as applicable)
 - information on how to apply
 - McMaster's Leadership Capabilities
 - Employment Equity recruitment statement
 - any other requirements from the applicable collective agreement

NOTE: For positions within Unifor, a job posting exists for each job description and must be used when posting. For jobs within TMG, as each job description is evaluated, a job posting is created and must be used when posting. Human Resources will confirm any documentation required for your position, and, if applicable, coordinate and provide support with external job advertisements.

REMEMBER: Nothing in this document is meant to supersede any collective agreement. Where a contradiction arises between this document and any collective agreement or policy, the collective agreement or policy will govern.