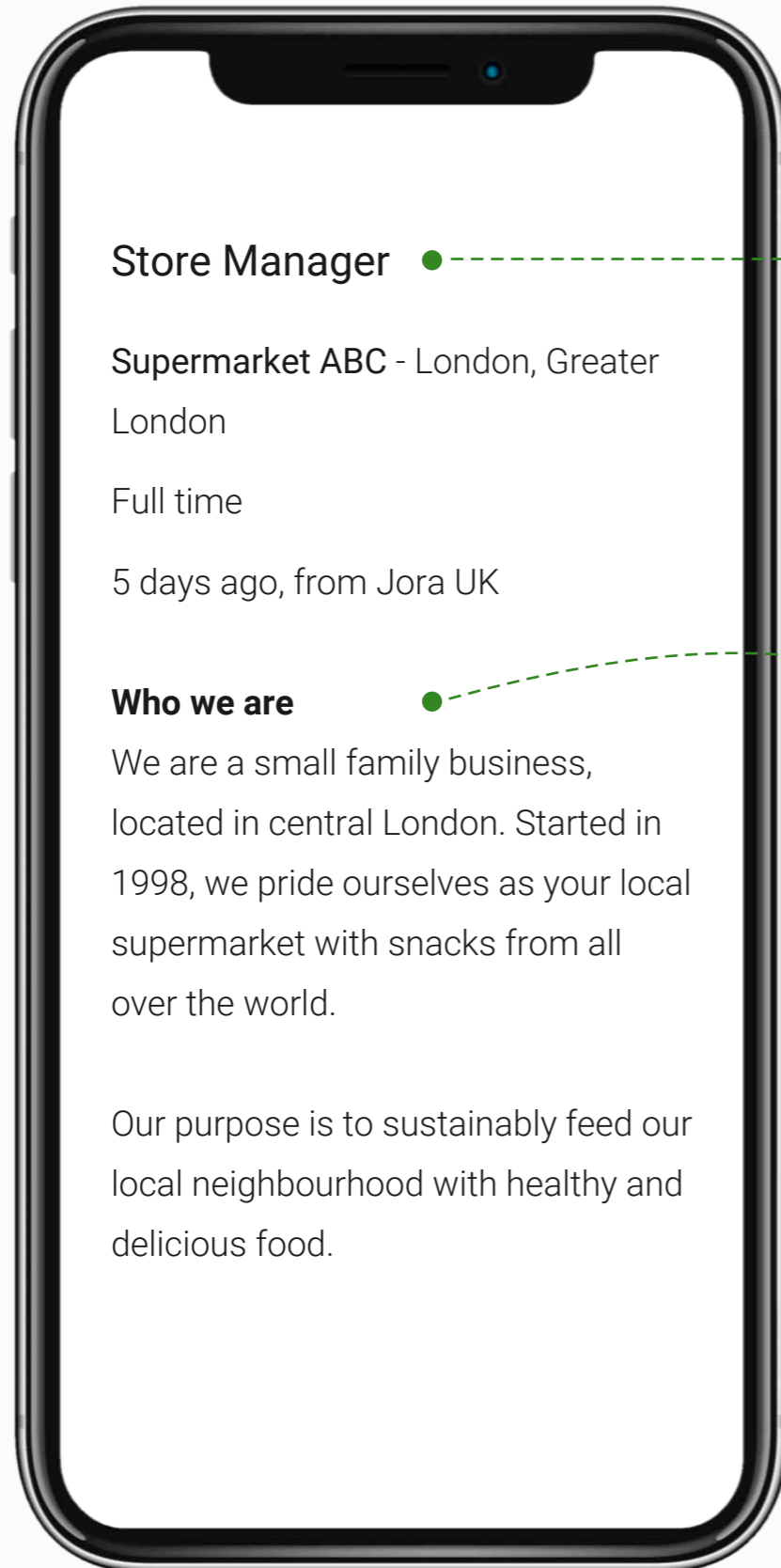


# Jora

## How to write a good job ad

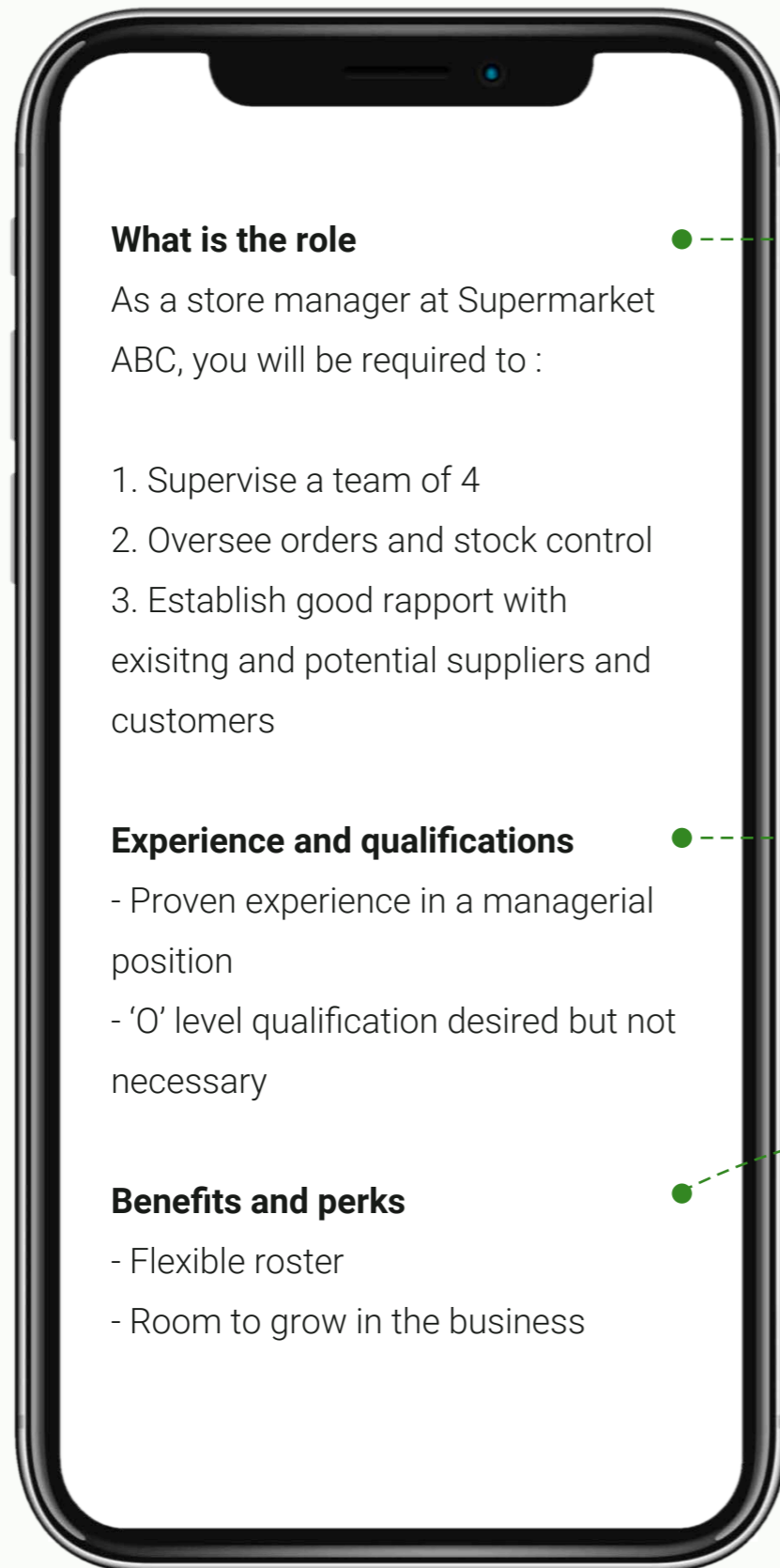
Here's a compilation of the simplest tips to help you stand out with a well-written job ad.





Choose a title that best describes the job so that the right candidates can find you when searching for a job.

Include a business description to provide more information about who you are. This is a good opportunity to showcase your business and to give the candidate a better sense of who they'd be working for.



Add task-based descriptions in the list of requirements for the role to help candidates understand what you need from them.

Bulleted or numbered lists improve readability.

Add any experience or qualifications that are essential for the role. Call out anything that is negotiable or avoid adding these so that you don't accidentally deter the right person.

Clearly list any selling points for your role and what you have to offer to attract the right candidate.