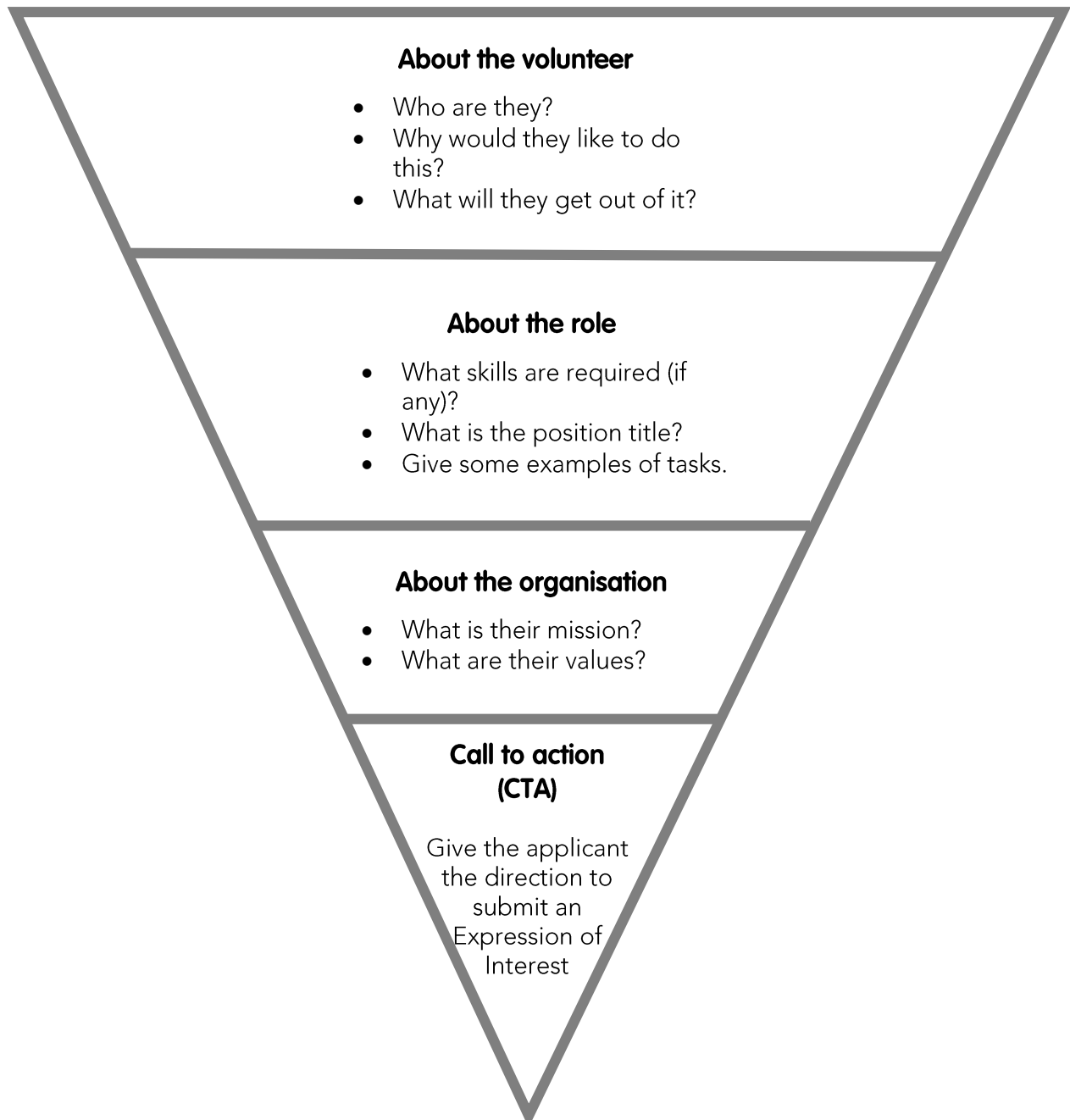


# How to write an effective vacancy ad

July 2016



## Examples:

This is the 'intro' – it's what people see in their search results.

This doesn't automatically replicate in the ad itself, so we usually copy this into the ad too (almost always as the first paragraph).

### Family Support Group volunteer

for **Freemasons Homes of Southern Tas Inc** - Seniors

Do you want to make a difference to someone's quality of life, or support families in times of need? The Family Support Group assists in the nursing home experience by acting as a companion for the residents and families in times of need.

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### Café Assistant

for **Freemasons Homes of Southern Tas Inc** - Seniors

Do you enjoy meeting new people and being in a fast paced, fun environment? Freemasons' Homes is looking for people to join the team in their café in Lindisfarne. Chats Café is run by volunteers and is the social highlight for many residents and visitors.

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### Helpers and companions of all kinds

for **Freemasons Homes of Southern Tas Inc** - Seniors

Are you a jack-of-all-trades or have a specific skill, and enjoy helping others? Freemasons' Homes is looking for volunteers. Whether you're good with puzzles, plants or people, Freemasons' Homes has something for you.

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### Crafty Companion

for **Freemasons Homes of Southern Tas Inc** - Seniors

If you have a creative streak and enjoy helping others, Freemasons' Homes is looking for a Crafty Companion to assist and interact with the home's residents.

The example below is missing a call to action, and the bit about the organisation's goals. Other than that it's a good example of a clear and concise ad, where the applicant gets a good idea of what is required, and the difference they would make if they gave their time:

## Family Support Group volunteer

for Freemasons Homes of Southern Tas Inc

ID: 70977

🏠 Seniors 🕒 Long Term 📍 Lindisfarne, TAS

### About this opportunity

Do you want to make a difference to someone's quality of life, or support families in times of need?

Freemasons' Home is looking for members to be part of their Family Support Group.

The Family Support Group assists in the nursing home experience by acting as a companion for the residents and families in times of need.

- Support the family members of the residents in times of need.
- Provide end of life companionship for the residents.
- Assist in the 'settling in' period for new residents.

Training will be fully provided by Freemasons' Homes.

Members of the Family Support Group participate in 2-3 social gatherings annually for networking purposes with the family of the residents, and facilitate any presentations from speakers of interest and other applicable duties.

### Additional requirements

National Police Certificate\*

#### Time Required

Negotiable

#### Interested in

- Aged Care
- Companionship and Social Support

#### Training

All training provided.

An example of a call to action is in the bottom line of this ad:

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## Café Assistant

for Freemasons Homes of Southern Tas Inc

ID: 70976

🏠 Seniors • ⌚ Long Term 📍 Lindisfarne, TAS

### About this opportunity

Do you enjoy meeting new people and being in a fast paced, fun environment?

Freemasons' Homes is looking for people to join the team in their café in Lindisfarne.

Chats Café is run by volunteers and is the social highlight for many residents and visitors.

- Make coffee and tea for the residents, carers, visitors and volunteers
- Assist in the daily functioning of the Café
- Waiting and cleaning tables
- Handling money and cash registers

Previous experience is advantageous, but not necessary as full training will be provided.

Submit an expression of interest for this great role today!

### Additional requirements

National Police Certificate\*

National Police Certificate is required.

#### Time Required

Fridays and  
Saturdays 11am -  
3pm

#### Interested in

- Aged Care
- Companionship and Social Support
- Food Preparation and Service

#### Training

All required training will be provided.

Here's an example of a 'generic' ad. We tend to do at least one specific ad, but then also a general one to capture people who know they want to help, but aren't sure how:

# Helpers and companions of all kinds

for Freemasons' Homes of Southern Tas Inc

ID: 41384

🏠 Seniors 🕒 Long Term 📍 Lindisfarne, TAS

## About this opportunity

Are you a jack-of-all-trades or have a specific skill, and enjoy helping others?

Freemasons' Homes is looking for volunteers.

Whether you're good with puzzles, plants or people, Freemasons' Homes has something for you.

All you need is:

- the willingness to learn, and
- a great attitude

Freemasons' Homes recognises that volunteers are the pillars of caring and compassion and formally thanks their volunteers every year.

Express an interest today and we'll be in touch to chat about how we can work together to improve the lives of our wonderful residents.

## Additional requirements

Driver's Licence (C). National Police Certificate\*.

Driver's Licence may be required, depending on the role.

We require you to undertake a National Police Check.

### Interested in

- Aged Care
- Art, Craft and Photography
- Companionship and Social Support

### Training

All necessary training for role is provided.

### Reimbursement

Meals, tea and coffee when volunteering.

Another example of a call to action is at the end of this one. This ad is also really clear about the type of person who would be great for this role. As you can see, people will read the very first sentence and know if this role is for them.

## Crafty Companion

for Freemasons Homes of Southern Tas Inc

ID: 70975

👤 Seniors • ⌚ Any Duration • 📍 Lindisfarne, TAS

### About this opportunity

If you have a creative streak and enjoy helping others, Freemasons' Homes is looking for a Crafty Companion to assist and interact with the home's residents.

Activities include:

- Knitting and mending clothes
- Playing board games, cards and solving puzzles
- Craft activities
- Story reading/listening
- Writing letters and cards

Freemasons' Homes provides a range of training and development opportunities for their Volunteers and formally recognises volunteer contributions with award ceremonies.

If you want to bring joy to the residents and have fun at the same time, submit an expression of interest for this Crafty Companion role.

### Additional requirements

National Police Certificate<sup>®</sup>.