

# Writing a Great Job Ad

A few things to keep in mind:

- Hire on character, not skill. Skills can be taught, but you are stuck with someone's character forever.
- Hire slow and fire fast. The financial, time, energy and team-culture costs of a bad hire are substantial. Take your time and remain positive and optimistic regardless of the amount of time it takes to find your ideal person. Gather and use your resources, such as temp agencies and other casual workers, to relieve the pressure of hiring quickly.
- Think about your ideal candidate. Describe the type of person she (or he) is. Does your practice offer an attractive workplace for them? Who you want and what you provide need to be in alignment for the candidate to be excited at the prospect of working with you. Conduct a meeting with your whole team and ask for frankness. What do they love about working at your practice and what would they like to managed better? Just as candidates need to be 'employable', so too do dental practices need to be 'workable'.
- Often in marketing discussions, the term 'avatar' will be used to describe in detail the ideal dental patient for your practice. The same is true for employees. You don't want just any warm body fulfilling a list of duties. You want some one who can be trained in how you do things at your practice but someone who also brings enthusiasm, high energy, is an emotionally functional person, has a great attitude, shows empathy towards patients and is passionate about their continual improvement in their skills and life. Have your 'avatar candidate' firmly in your mind as you draft your ad.

The design of your job ad needs stand out from the list, as potential candidates are scrolling opportunities. It is worth spending a little extra if it gives your ad a more professional and impressive appearance. (Remember the importance of first impressions.)

You want to:

1. Grab their attention
2. Engage them emotionally
3. Excite them about a future with you
4. Provide specifics about the role
5. Identify skills and character requirements

<p><b>Position Available</b></p>	<p>The job title is usually the words that job seekers are entering into the search engine. Use industry-known terms, such as 'Dental Nurse/Assistant' or 'Receptionist/Front Desk Coordinator'.</p>
<p><b>1</b></p>	<p>The first line of the body of your message needs to grab their attention. Using terms such as 'Dental Assistant Needed' or 'We Are Hiring' indicates that you are filling a position rather than selecting a personality.</p> <p>Instead, consider what would grab the attention of your avatar. Examples: 'Are you ready to progress?' 'Do you want to make a difference?' 'We need someone who LOVES what they do...with a big heart.' 'Are you on top of your game?' 'Amazing, passionate team member needed!'</p>
<p><b>2</b></p>	<p>You will love our practice if you thrive in an environment that:</p> <ul style="list-style-type: none"> <li>- Supports your growth and learning</li> <li>- Is passionate about fostering team harmony</li> <li>- Encourages team input and ideas of how to be BETTER!</li> <li>- Always searching for ways to improve our patient's experience</li> <li>- Sees every team member as an example of 'best-practice, best-culture'</li> </ul>
<p><b>3</b></p>	<p><b>OUR TEAM</b> We have a team of happy people. We have mums, single people, younger people and older people. We all have the same thing in common; we want to LOVE where we work. And we do! We are excited at the opportunity to welcome another like-minded person to our group.</p> <p><b>OUR PATIENTS</b> We are lucky in that we attract friendly, happy patients who enjoy the high-level of customer service we offer. Our patients have been with us for years and have developed familiar, friendly relationships with us. They love to have a chat and have that social element to their interactions with us. We also have a steady flow of new patients who we intend to please and keep!</p> <p><b>OUR LEADERSHIP</b> Our leader – Dr Lyndsay Harper – likes to create an environment that fosters growth and harmony. This means:</p> <ul style="list-style-type: none"> <li>- Encourages open communication</li> <li>- Provides supportive direction</li> <li>- Gives us full autonomy to achieve success in the execution of our responsibilities</li> </ul>

4	List in bullet point format the broad responsibilities of the role. It is crucial to include details about whether there is any cross-over of responsibilities to other roles, for example, if your position of Receptionist requires them to fill in as Assistant during busy times, or vice-versa. This can be a deal-breaker for some applicants so it's best to weed these people out early, so as not to waste their or your time.
5	Identify the specific characteristics you are looking for. Here is some inspiration: Passionate, ambitious, dependable, reliable, professionally-groomed, efficient, committed, humble, positive, self-motivated, inquisitive, determined, leadership qualities, empathetic, encouraging, supportive of others, self-motivated, hard-working, enthusiastic, exhibits team spirit, eager, flexible, adaptable, welcomes change, proactive, detail-oriented, autonomous, creative, honest, great communicator, strong work ethic, caring, kind, autonomous, nurturing, assertive, accommodating, meticulous, presentable, high-energy, calming, confident, outgoing, happy, humorous, diplomatic, fair, problem-solver, consistent, self-aware, strong social skills.

To add further impact, you can:

- Add a link to your website AND Facebook page (if they accurately represent who you are).
- A graphic showing who you are looking for (see below).
- Post a picture of your happy team, your practice and the chair your new team member will be sitting, empty, just waiting for her! (You want her to easily imagine herself working in your practice.)

