

**Professional and Technical Services - Advert Template**

Please structure your advert to the template below and return to your HR Officer (Recruitment and Selection) along with the job description and person specification.

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| **Paragraph 1** |
| Suggested openers: * We have an exciting opportunity for a (Job Title)
* We are seeking to appoint a (Job Title)
* We are looking to recruit a (Job Title) to join our team

We advise that you state the job title near to the beginning of the first paragraph. It will also help you to get more search hits the more you refer to your job title.You can also add information about the team and the service they provide here. |
| **Paragraph 2** |
| Describe the focus of the role. For example:* You will play a pivotal part in supporting the Director and Deputy Director…
* Working with…. you will have responsibility for/ provide dedicated support to…….
* As a (Job Title) you will work with…. to ensure the smooth and efficient running of the …………
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| **Paragraph 3** |
| Add information re key essential criteria and qualifications.Describe here the qualities required, and instead of referring to ‘The successful candidate’, make it more personal with ‘You’.For example: * You will have significant administrative experience and be able to demonstrate…….together with……..
* You will have GCSEs in English and Maths at Grade C/4 or above, or equivalent, and excellent IT skills, including Microsoft Word, Outlook, Teams and Excel.

However also consider that you don’t want every paragraph to start with ‘You’, so you can alter the wording used, For example: * You will be educated to degree level, or have relevant experience gained through holding a similar role and have excellent organisational and interpersonal skills.

Can instead be phrased:* Educated to degree level or with equivalent experience, you will have excellent organisational and interpersonal skills, together with……
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| **Paragraph 4** |
| Informal enquiries are welcome to…..Please include an email address for the person who will be available to answer candidates’ queries.  |
| **Paragraph 5 (added for Professional and Technical Services roles)** |
| We offer an excellent employment package including hybrid wording, blending a mix of remote and on-campus working (dependent on work duties). |
| **Paragraph 6 (Compulsory)** |
| The University is deeply committed to equality and diversity for all its students and staff.  We seek to be diverse and inclusive, supporting individuals and groups to fulfil their potential and nurture a sense of belonging.  We strive to be an accessible, inclusive employer, removing barriers for all.  Find out more about our approach to [Equality, Diversity and Inclusion](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fstaff.hud.ac.uk%2Fequality%2F&data=05%7C01%7Cc.l.round%40hud.ac.uk%7Cdcc4af88a9254b12797708db61e86629%7Cb52e9fda06914585bdfc5ccae1ce1890%7C0%7C0%7C638211422993802511%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=KWGR3%2FP3Min%2BAqzMr8VkT7ZTrvlM1%2BTfIKAFYwHZZtw%3D&reserved=0), including our commitments and accreditations as a Disability Confident Employer, Stonewall Gold Award holder and Top 100 Employer, Athena SWAN Bronze Award holder and Race Equality Charter Bronze Award holder.  |

**Things to Consider:**

* Use short paragraphs for easy reading.
* Use clear, concise language. Avoid ambiguous or elaborate wording.
* Avoid internal or technical jargon which makes little sense to applicants outside of our University and the Higher Education sector.
* Use non-discriminatory and inclusive language.

**Avoiding discrimination:**

* Ensure the advert is based on the job description and required criteria.
* Avoid any wording that could be viewed as discriminatory (e.g., enthusiastic, young, mature, active).
* Can you attract a diverse range of applicants through the publications you use? Think about the best places to advertise.

**Check your advert with a Gender Decoder tool:**

We check all adverts through a Gender Decoder tool, as research has shown that women are discouraged from applying for jobs where the language used in the text of the advert has a masculine bias. You can check your advert text with the [Gender Decoder tool](https://gender-decoder.katmatfield.com/).

If you find your advert has language with a feminine bias or is neutral, then your text is suitable to proceed with, however if you find your text has a masculine bias, please replace with other suitable words. [Examples of masculine and feminine biased words](https://gender-decoder.katmatfield.com/about) can be found on the website when you check your text.