

Advert design for today's digital world: how to maximise your campaigns

madgex

5.1

m

Job adverts

27k

Employers

Jan 2018

EMAP

rbi reed business information

haymarket

WILEY

mediabistro

DHi
delivering hire insights.

leisureJobs

Manpower

Gumtree

BROKERHUNTER

NURSE.com

mediabistro

BMJ

ACCA Think Ahead

RICS

The Law Society

THE NEW ENGLAND JOURNAL OF MEDICINE

AAAS
AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

ASCO
AMERICAN SOCIETY OF CLINICAL ONCOLOGY

ACCA Think Ahead

The Guardian

FT .COM
FINANCIAL TIMES

The Telegraph

INDEPENDENT

The Washington Post

Trinity Mirror plc

THE TIMES

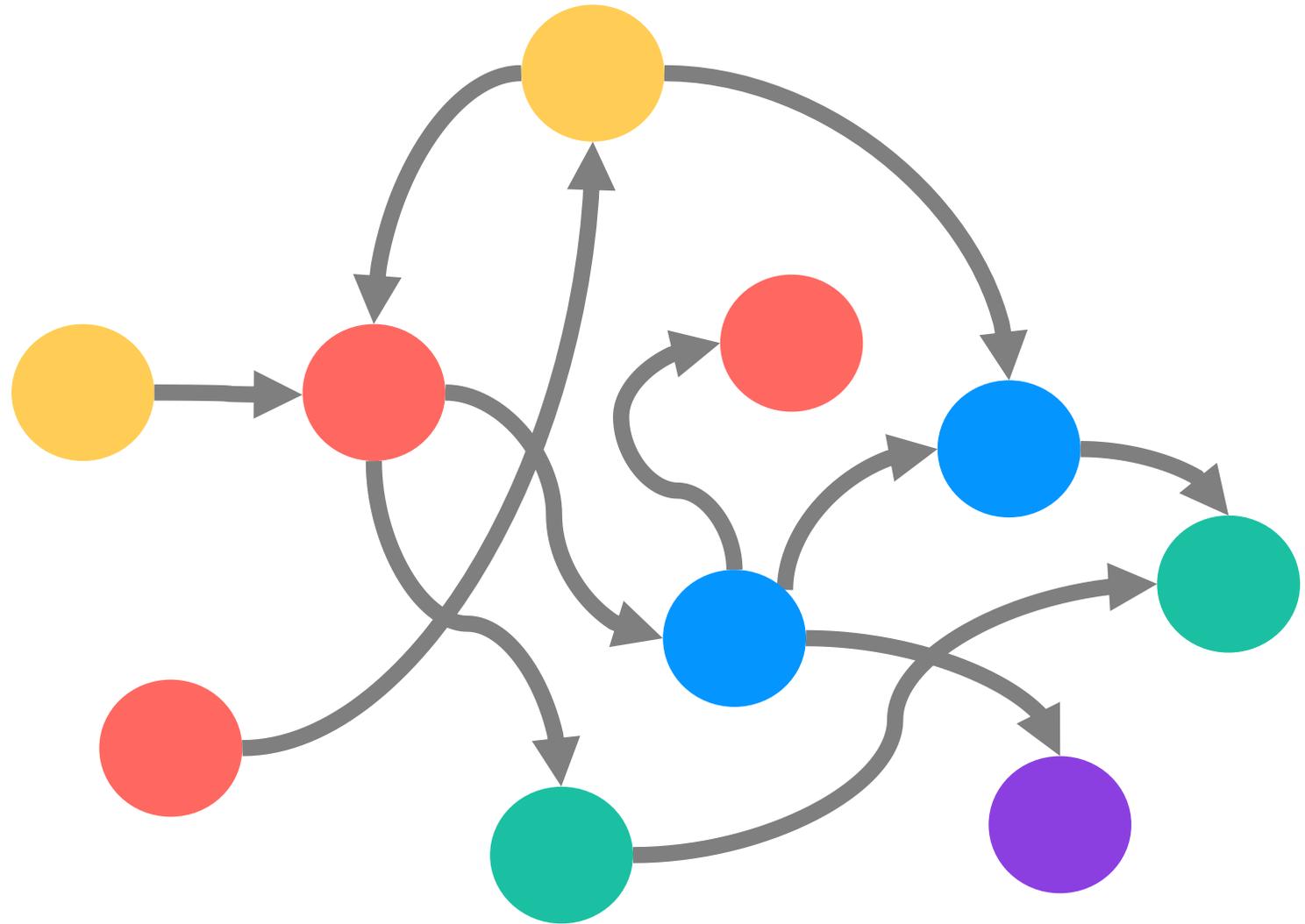
StarTribune

Research

Qualitative and Quantitative

**The much undervalued
role job adverts have in
the candidate journey**

A jobseeker journey has multiple touch points and it's not linear



48% of jobseekers
search 8 or more sources before applying for a
job

Over a 2 week period a jobseeker spends...



2-4hrs

discovery



1-2hrs

researching



1-5hrs

applying

Mornings

30%

of job searches take place during the commute to work

10 – 30mins

browsing for jobs, checking email alerts etc



Evenings

36%

of all research takes place during the evenings



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of all research takes place during the evenings

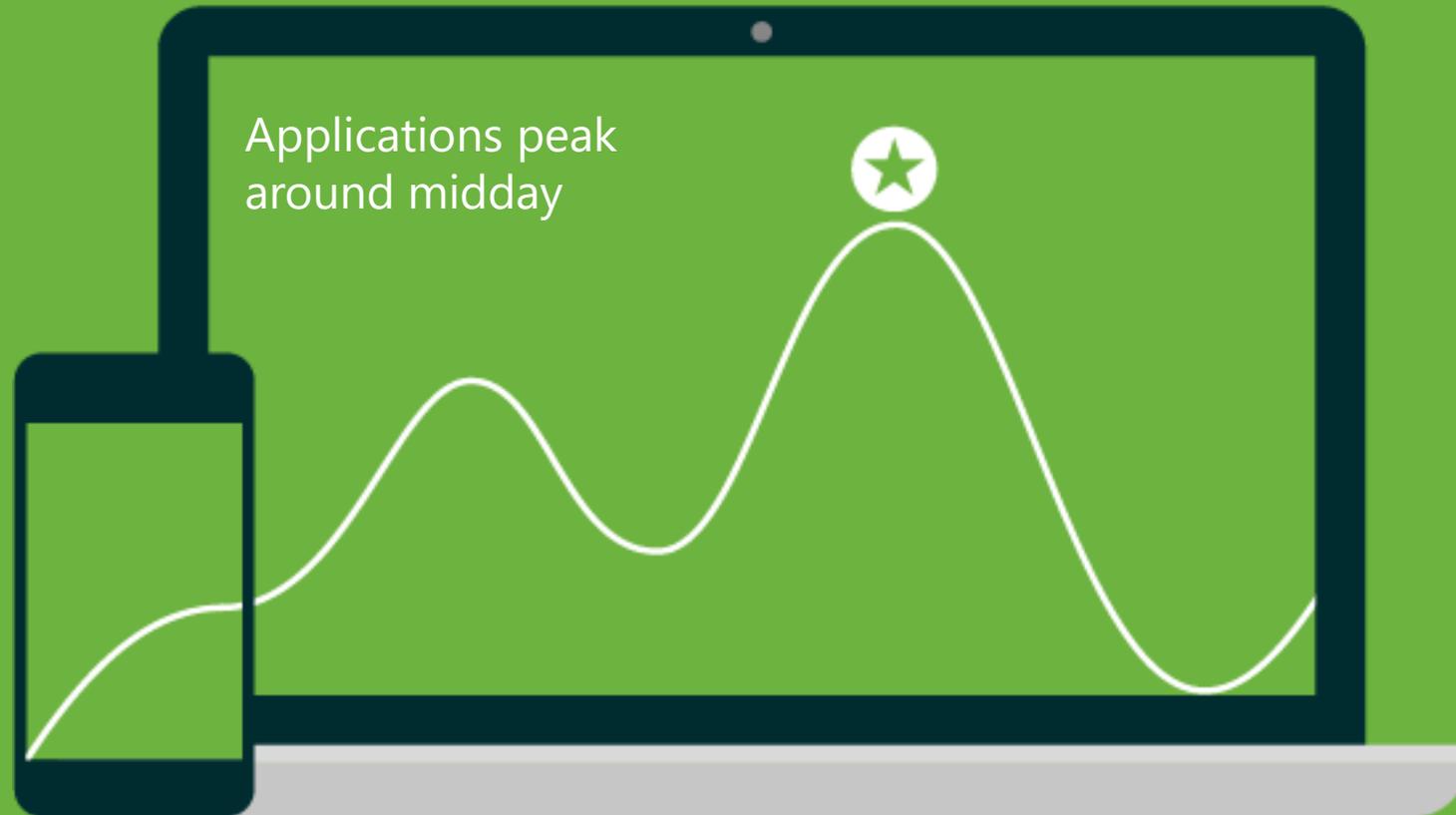
12%

of candidates apply from bed



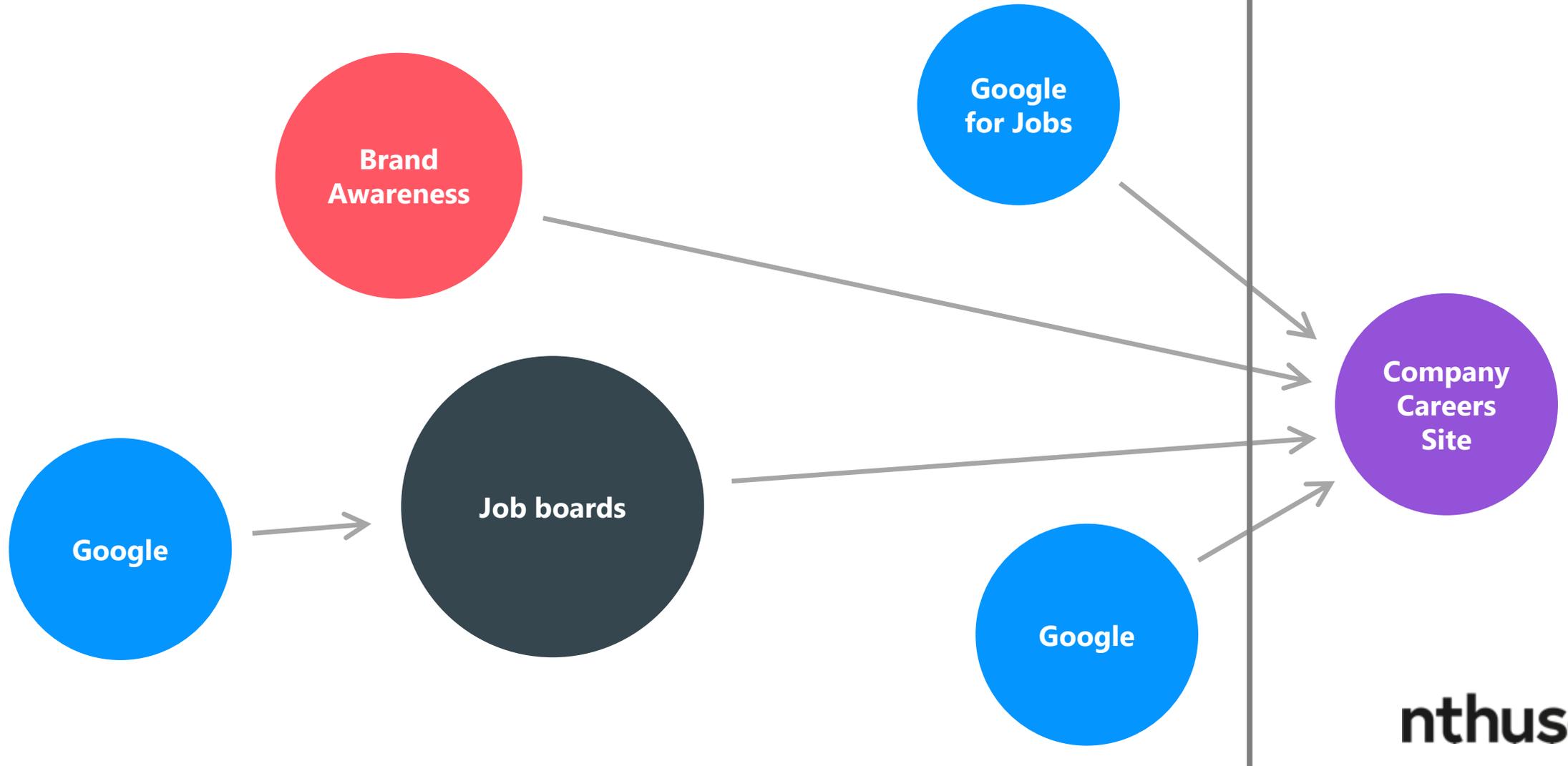
Working day

Users switch from mobile to desktop search in quick bursts throughout the day

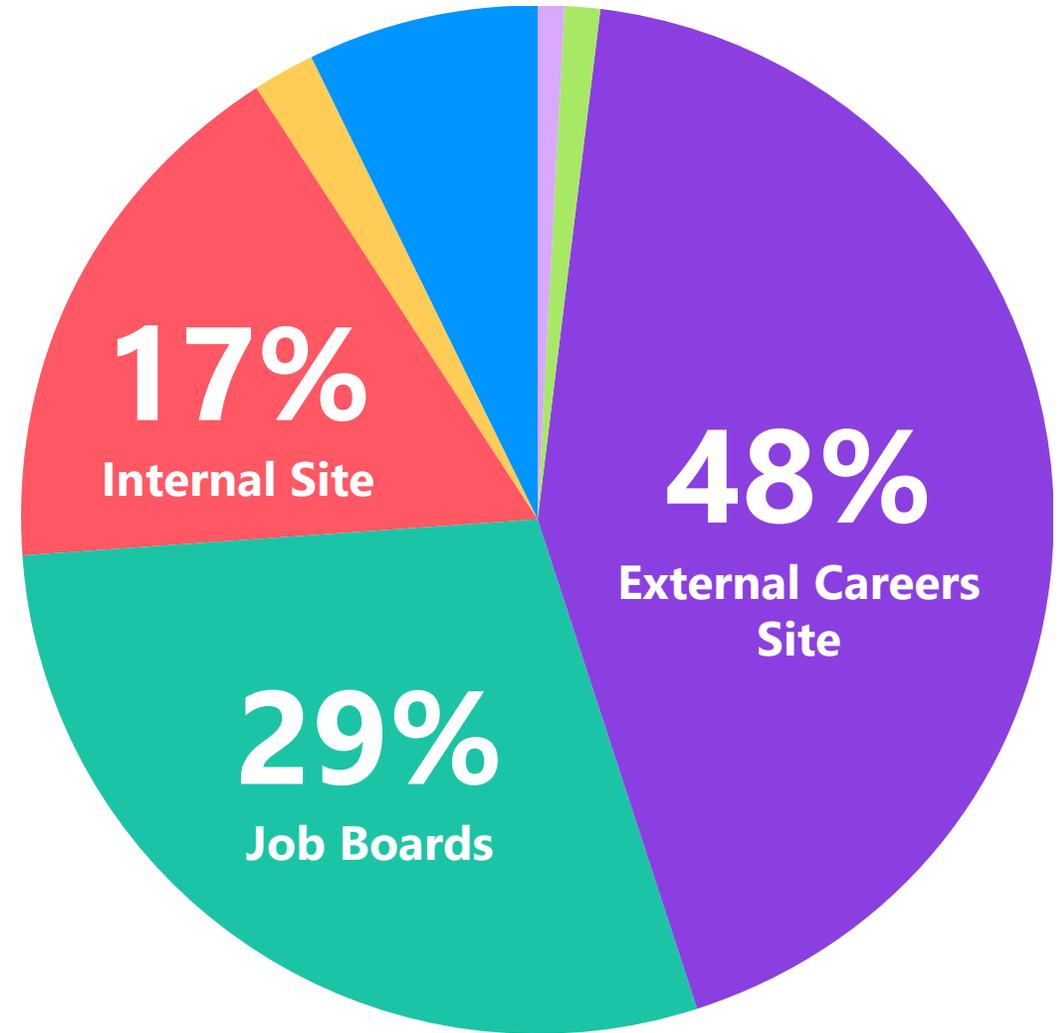


Discovery

Research



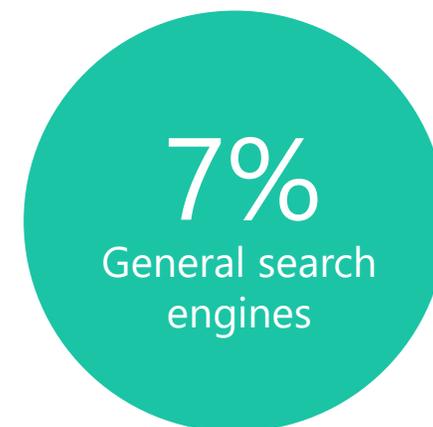
Applications by channel



2% Talent Acquisition Team 7% Unknown 1% Agency 1% Other

Attribution of the value that job advertising plays in the jobseeker journey is broken

What is the starting point when you look for a job?



Government sites	3.8%
Newspaper ads	3.6%
Recruitment agency	3.3%
Social media	3.3%
Other	2.8%
Job Fairs	1.2%

How job ads influence the jobseeker journey?

57% locate jobs then apply on a company career site

32% locate jobs then apply directly on the job board

40% research the types of jobs available

36% identify employers in their industry or profession



Apprentices
 SW Pty Ltd is seeking
 es:
 sonry
 g/Wall & Floor Tiling
 h Year Carpenter &
 Trainee
 d brief resume to:
 660 0055, Email:
 mbansw.asn.au
 i Card, Drivers Lic

QA Assistant
 Full time position. Come and Join
 our dynamic team. Qual req
 HACCP cert and food safety exp.
 Ph: 9649-7699 (Bus Hrs) or email
 resume to con@decosti.com.au

Baker
 Get out of Sydney! Exp Baker
 required for a friendly family
 owned business in the beautiful
 New England town of Glen Innes.
 Immed. start for the right person.
 Salary & hours negotiable.
 Phone: 0429-322-701

Butcher
 CHULLORA AREA
 An experienced, qualified butcher
 required to work Monday to
 Friday. Call 0413-301-316

Butcher
 Qualified Butcher required for
 retail outlet in Brookvale. Monday
 to Saturday. Uniform supplied.
 wages neg. Ph: 9905-3855

Butcher
 Sausage maker, with some
 knowledge of small goods.
 Burwood area. No time waste.
 Ph David 9747-4028

BUTCHER
 Full t

BARWORK + RSA/RCG
 See Barmax's ad in the
 CareerOne Training Section
 www.barmax.com.au

BOILERMAKERS
 Required for Interstate shutdown
 & w/shop. Trade qualified.
 3 months shutdown. Great rates
 & over-time.
 Ph. (02) 9709 5300

BRICKLAYERS WANTED
 1st, 2nd, 3rd & 4th Year
 Apprentices.
 Phone Paul on 0417-641-018

Butcher/2IC
 Good all-rounder for quality shop
 in Edgecliff.
 Must be good with customers and
 staff.
 Weekend work as well. Good
 wages and conditions.
 Phone Nick 9327 7762 Peters
 Meats Edgecliff

APPRENTICE BUTCHER
 1st year & 2nd year
 keen & reliable. No time wasters.
 PIs Call Peter: 0404-001-300

Cabinetmaker
 Quality tradesperson required for
 Building Maintenance Company
 based in Kingsgrove. Required to
 manufacture & install quality
 joinery in workshop & offsite.
 Must have own tools & van/ute.
 above award rates & excellen
 conditions to suitabl

Cabinetmaker
 Marrickville business
 and drivers licence prefer
 NSW greencard required.
 Contact Troy on 9557 4918.
 0402 118 257

Cabinetmaker
 Full time position available for
 qualified tradesperson. Must be
 able to work off architectural
 drawings and work unsupervised.
 O/T available. Blacktown.
 Phone Sam on 0414-912-268

Cabinetmaker / Shopfitter
 Commercial joinery workshop
 Exp tradesmen factory
 some tools, Drivers lic
 to end January.
 28 Fax 9318 2282

Cabinetmaker / Shopfitter
 Contr
 frames &
 steady wor
 Phone Will

Chef
 Experienced Ch
 food Restau
 02 9727 5555

world

Google Brighton

JOB | SAVED | ALERTS

Category | Title | Location | Date posted | Type | Company type | Employer

All | Computer and IT | **Advertising and Marketing** | Management | Business Operations | Sales and Retail | Science and Engineering | Media, Communications and Writing | Legal | Art, Fashion and Design | Human Resources

Partner Manager, Google Marketing Platform
Google
London
via Glassdoor
2 days ago Full-time

Partner Manager, Large Customer Sales
Google
London
via LinkedIn
4 days ago Full-time

Strategic Partnerships News Lead
Google
London
via Glassdoor
12 days ago Full-time

Partner Development Manager (German), Google Play Apps
Google
London
via LinkedIn
Over 1 month ago Full-time

Strategic Partner Developer, Geo, Global Product Partnerships...
Google

Turn on email alerts for this search

Partner Manager, Google Marketing Platform

Google London

Apply on Glassdoor | Apply on LinkedIn | Apply on Simply Marketing ...

2 days ago Full-time

Minimum qualifications:

- Bachelor's degree or equivalent practical experience.
- Experience in online sales, business-development, and marketing.

Preferred qualifications:

- Experience with channel/partner management in a fast growing environment.
- Experience in leading change management initiatives.
- Experience managing complex projects with multiple dependencies.
- Understanding of trends in the marketing platform industry.
- Ability to influence executives.
- Excellent communication and presentation skills.

About the job

Businesses that partner with Google come in all shapes, sizes and market caps, and no one Google advertising solution works for all. Your knowledge of online media combined with your communication skills and analytical abilities shapes how new and existing business grow. Using your influencing and relationship-building skills, you provide Google-caliber client service, research and market analysis. You anticipate how decisions are made, persistently explore...

READ MORE

32.5m

people in work currently, that's 328,000 more than 12 months ago.

ONS, UK Labour Market, January 2019

56%

of companies have increased starting salaries, up from 48% last quarter

CIPD Labour Market Outlook, Winter 18-19

71%

of companies report increasingly high levels of hard-to-fill vacancies

CIPD Labour Market Outlook, Winter 18-19

2 in 3

UK businesses expect to struggle to find the candidates they need

Total Jobs, Solving the Skills Shortage, 2018

50%

Of UK employers believe that Brexit will only worsen the problem

Total Jobs, Solving the Skills Shortage, 2018

231,000

people immigrated to the UK for work in 2018. The lowest level since 2014.

Randstad, Talent Trends Report 2016

**“The war for talent is over.
The talent won.”**

Josh Bersin, Founder of Bersin by Deloitte.

Current online job adverts rely largely on dense blocks of text to communicate. Assuming that candidates will put in the effort.

nthuse 

Truly inspiring job ads

First impressions really count

Bring your values and brand to the front
of the jobseeker experience

DIGITAL PRODUCT MANAGER

London (Vauxhall), Contract, £46,000, Closes: 28 Jan 2018, (Ref: 5642)



WORKING AT MACMILLAN

Our ambition is to reach and improve the lives of everyone living with cancer and to inspire millions of others to do the same. There are 2.5 million people living with cancer in the UK today, and as more people live longer with their cancer, this number is set to grow to 4 million by 2030.

Our work is only possible because of the amazing people that make up Macmillan. The work you do will have a direct impact on people's lives, so if you're ready to explore your potential, Macmillan could be the place for you.

The multivariate test ran for 2 weeks in Jan/Feb 2018 across 71 jobs and 9325 user sessions

The screenshot shows a standard job advertisement on The Guardian Jobs website. The job title is "Digital Product Manager" with a salary of £46,000. The ad includes a detailed description of the role, a list of job specifications (recruiter, location, salary, etc.), and a "Similar jobs" section. The layout is clean and professional, typical of a standard job listing.

Standard job ad

The screenshot shows an enhanced, branded job advertisement for Macmillan. The ad features a large, high-quality photograph of a woman, likely a Macmillan employee, and a prominent "WORKING AT MACMILLAN" header. The text below the header describes Macmillan's mission to improve the lives of people living with cancer. The ad is visually appealing and clearly branded with Macmillan's identity.

Enhanced, branded ad

50%
increase in
applications
per view

40%
increase in
applications
per view

BDJ Jobs Recruiters Sign in or Create account | Recruiters Sign in or Create account

Find a job Job alerts Search recruiters Careers advice **BDJ Marketplace** Education Property

Surprisingly Brilliant Private and NHS Opportunities

Recruiter: mydentist
Location: Nationwide
Salary: Competitive salary
Posted: 12 Oct 2018
Closes: 13 Jan 2019
Organisation: Corporate
Job Type: General Dental Practice Appointments
Hours: Full-time
Practice Type: Mixed (NHS/Private)

There has never been a better time to join mydentist, we're on an amazing journey and it really is only just beginning. We haven't always got everything right - but things are changing and mydentist isn't the same business it has been in the past.

A consistent message we hear from dentists and patients is that they were the choice of NHS and private dentistry. So one of the big changes we've been making is to open up the breadth of opportunities for you to practice the best possible mix of private and NHS dentistry so that together, we can provide the best possible patient care across the UK.

Our patients come first, it's as simple as that. Their oral health, the quality of care they receive, the experience they get when they're with us - nothing matters more. We treat our patients like they're one of the family. So, whatever they need and wherever they are, we're proud to always deliver high-quality, affordable, individual care. No matter your role, we aspire to have the right career structure in place for you to grow and progress. With resources like Dentistry's only in-house Academy at your fingertips, a career with mydentist really can last a lifetime.

So, if you're interested in starting an exciting new chapter in your clinical practice and would like to work as part of our family of

Similar jobs

- Private Dentist - Implantologist
View Job
- Associate Vacancy - Farrborough, Hampshire
Radenda Dental Limited
- Specialist Oral Surgeon
Roman Dental Care

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{my}dentist
Making the future smile

Surprisingly Brilliant Private and NHS Opportunities

APPLY

650+
Practices around the UK

4
Clinical Directors

35
Clinical Managers

**“We’re just eight days in and
already the nthuse ad has
generated over ten times as many
applications”**

Mumsnet

nthuse[®]

So what does this mean?

What can you take-away

- 1 Your job adverts play a different role today, but it's an incredibly important one
- 2 People have the attention span of a fish - optimise your ads for scanning with subtitles, white space and imagery
- 3 We're all impatient – get your brand and values in front of jobseekers as early as possible and convert them from discovery to researching

Thank you

Come and see us if you'd
like to know more

nthuse.com

nthuse[®]