Creative Advertising

A RECIPE FOR SUCCESS!

A part of the Education at Work Professional Development Series
Creative Advertising Worksheet
Please print this document and use with the appropriate exercise later in the webinar.
Job Descriptions
   Effective & Ineffective
Creating with a S-M-I-L-E
Advertising Your Job
Job Descriptions
Effective & Ineffective
Wanted! Student Secretary

Undergraduate student wanted to answer phones. Must be outgoing and friendly.

$5.25/hour; 25 hours per week.

Apply at the Cafeteria.
Ingredients of Ineffective Job Descriptions

- Too vague & plain
- Not interesting
- Pay too low
- Apply how?
- No contact person
- Limited applicant pool
- Used the word “must”
- Boring job title
How should it read?

- Make job responsibilities and qualifications clear
- Write an interesting job description
- Provide equal opportunity
- Offer competitive pay
- Use the words ‘should’, ‘prefer’, ‘suggest’, ‘essential’
- List contact information
- Give specific work times
- Create a modern job title
**Wanted! Student Receptionist**

Craig Cafeteria is seeking qualified applicants to assist with front office duties in busy, fast-paced environment. Responsibilities include answering multi-line phone system and helping students, faculty and staff with questions regarding meal plans, menus and on-campus events. Applicants should be knowledgeable of MS Word, Cougar Trail, Excel and the internet.

$6.50/hour; 25 hours per week, M-F only

Stop by the Cafeteria office to complete an application. Ask for Mr. Carswell.
Create Your Own Effective Job Description with a SMILE
= Salary/Wage
= Major Responsibilities
= Identify Needed Skills
= Length of Employment
= Employer Contact Information
Practice Makes Perfect!

Create Your Own Effective Job Description using the Worksheet
Use these creative methods to advertise your jobs!

George Street Observer
Eye-catching flyers around campus
Word-of-mouth
Departmental/major email listserv
Professor/campus recommendations
CISTERNonline
1. Go to www.cofc.edu/~career

2. Click on CISTERNonline for Employers under Quick Links

3. Click on Post Your Job/Internship
   Once you’ve submitted your job, it arrives in our office via email and is posted within 2 business days.