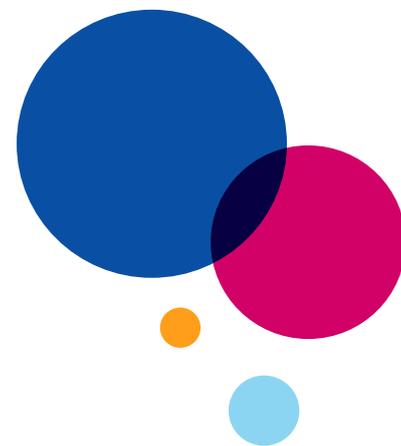


Writing up a job advertisement



As an employer, you are primarily responsible for hiring your own assistants. Finding an assistant in a challenging labour market is no easy task, which is why it is important to focus on recruitment.

A strong and appealing job advertisement is an important part of successful recruitment. Try to make the ad clear and concise. Also present matters in a positive light. Recount the particular strengths of the job you are offering.

If you are unsure where to begin, you can start by reading the job ads of other employers. Find exemplary ads and think about how you can present your workplace in an interesting way.

Focus on creating an appealing job advertisement.

Aim for a clear, concise and positive ad.

Tips for creating a good job advertisement

- Be clear about the basics (pay, duration, contents and location of the job; whether you have pets, etc.).
- Let your personality shine through in the ad in a positive but appropriate way.
- Advertise the job in as many media as possible. For example, use social media channels and employment service websites, as well as the noticeboards of educational institutions and other websites, like Duunitori.fi and Oikotie.fi.
- It is not good to go into too much detail in the job ad, or to give the impression that the employer may be frustrated. Keep the ad business-like and positive!

This material is part of Varma's work ability support material. How can I succeed as an employer of a personal assistant?

Part 3a: Writing up a job advertisement.

Read more: varma.fi/henkilokohtainenapu