

Your guide to posting  
better jobs and attracting  
qualified candidates  
to your jobs

# Wave's candidate attraction playbook

When, where  
and what to post

2024

*Wave*

WAVE-RS.CO.UK

# Introduction

The labour market and the economy are ever-fluctuating and, since the pandemic, seem to be harder to predict. The huge revisions to UK GDP over the pandemic years are evidence of that.

So how do you make sense of it all? How do you, as a recruiter, plan and strategise? In some ways, things don't change year on year in recruitment. Ultimately, the end goal of all recruiters is to find the best candidates for your jobs as quickly and as hassle-free as possible and place them into those jobs.

But how do you know the best methods of finding those candidates? How do you know where to post your jobs, when to post your jobs, and what to write in those job ads?

Should you even be posting your job out to job boards or should you be turning to your CRM to find candidates in your database? And how do you find the time to focus on any of these considerations when the clock is ticking and you need to get your job out there and find candidates ASAP?

One word - **data**.

That's why we've created this playbook. We look at the where, the when and the what when it comes to finding and attracting candidates and it's all guided by our data, plus a good dose of experience and expertise in the market.

We dig into where you should be sourcing candidates - whether that's directly through your CRM or by posting your job ad out to job boards (and if so, which ones), to your website, or to your socials.

We then look at the when - what days and even what time of day should you be scheduling your jobs to post in order to receive maximum exposure to the right candidates and therefore to receive maximum quality applications.

We also detail what you should be posting - we break down how you should be structuring your job ad and the content you should be including to attract high calibre candidates to your jobs.

Of course, every industry will have its own variations so we've also broken down our recommendations for 10 industries.

We hope you can use this playbook to make informed, data-driven decisions in the business-critical candidate attraction stage of the recruitment process.

## ABOUT THE DATA ON THIS PLAYBOOK:

All the data on this playbook was collected between January 2023 and March 2024 via the WaveTrackR and WaveSites platforms.

# The job market

2023 was a challenging year for many in recruitment. As the cost of living crisis limped on and we experienced two major wars, the market cooled considerably from the heady hiring of 2021 and 2022. An uncertain economic outlook, an ongoing battle against high inflation rates and a rise in prices, mortgages and rents led to a fall in jobs alongside a rise in unemployment and labour market participation.

However, despite a reduction in jobs and an increase in people joining the labour market, labour shortages continued thanks to a persistent skills imbalance. The people entering the job market don't necessarily have the right skills to do the jobs that need to be filled. Plus, although jobs have fallen, they remained above pre-pandemic levels for the entirety of 2023.

**Wave data shows that jobs effectively plateaued in 2023, remaining around the same as 2022 numbers or dipping slightly. Applications, meanwhile were up on 2022 in every quarter, with quarter 4 numbers soaring to 54% over the 2022 quarterly average, thanks largely to an incredibly active October and November. With the pace of job creation levelling and applications continuing to rise, the pendulum began to shift towards the recruiter for the first time in years.**

With the market loosening, recruitment difficulties began to ease in 2023 but, with the UK's labour force now thought to have permanently shrunk, it was by no means plain sailing. One million workers are missing from the pre-pandemic labour market due to health reasons, early retirement and Brexit. More than half a million have left the market because of long-term sickness, a situation caused by the dual issues of long-term COVID and a huge backlog from an overstretched (and understaffed) NHS - an example of labour shortages causing further labour shortages.

What all this means for recruiters is that there needs to be a continued and concerted effort to source candidates using a range of methods and from a range of platforms. We believe there will be more of a drive to utilise CRMs, searching the candidates that are already on a recruiter's database before posting jobs out to jobs boards - particularly in sectors with a high percentage of hard-to-fill vacancies. When candidates that are skilled for the jobs that you are trying to fill are hard to find, knowing exactly where to look becomes even more important.

In Q1 of 2024, the UK exited the shallow recession it entered in the second half of 2023, with the economy growing by the most in nearly three years. However, growth is expected to remain sluggish for most of 2024. By the end of the year job pace might pick up again but if we've learnt anything from the past few years it's to expect - and plan for - the unexpected. That means solid candidate attraction strategies that will stand the test of time and having reliable data on the 3 Ws of candidate sourcing - Where, When and What.

# Where to post

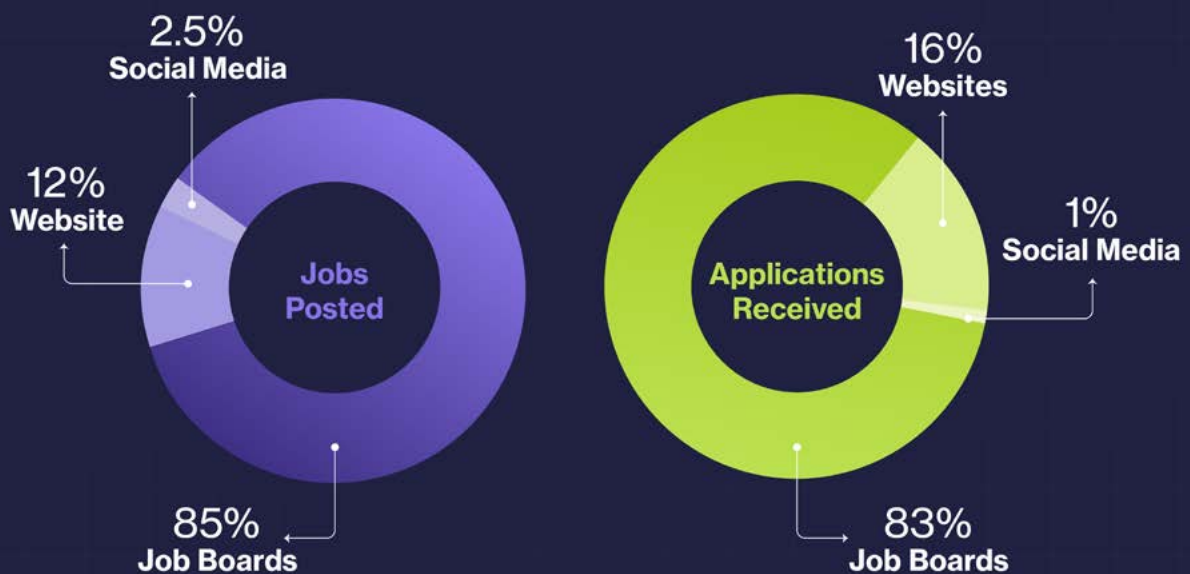
## What channels should I be advertising on?

Knowing where to post your jobs and how to spread your media budget is one of the greatest challenges of the candidate attraction phase. At one time, before we had access to reliable and comprehensive data, the common consensus was that the 'spray and pray' method was the most sensible option.

Without any real knowledge of which job boards provided the best ROI for the industry you recruit for or how your website is performing, hedging your bets seemed the only way to reach the candidates you needed.

JOBS POSTED & APPLICATIONS

### Distribution by Channel



### What does the data tell us about where recruiters are advertising and where applications are coming from?

- **85%** of jobs are posted on job boards, receiving **83%** of all applications.
- **12%** of jobs are posted on recruitment websites, receiving **16%** of all applications.
- **2.5%** of jobs are posted on social media channels, receiving **1%** of all applications.

## 1. Post jobs on your website

Compared to the level of jobs posted to job boards, **websites account for far fewer jobs advertised**. However, what must be noted is that one job is likely to be posted to several job boards but will only be posted once to your website so the numbers will be inflated. What is significant is that **websites receive a higher percentage of applications than the percentage of jobs posted to them**.

Websites may not attract the level of traffic that job boards do but posting to your website requires no additional costs so it offers a better ROI, plus candidates applying to a job on your website will immediately enter into your space and you have **control of the candidate journey**.

They can also choose to register their CV on your website meaning you get candidate details into your talent pool

even if you don't get an application - something that you won't get from a job board.

### Benefits of posting on your website:

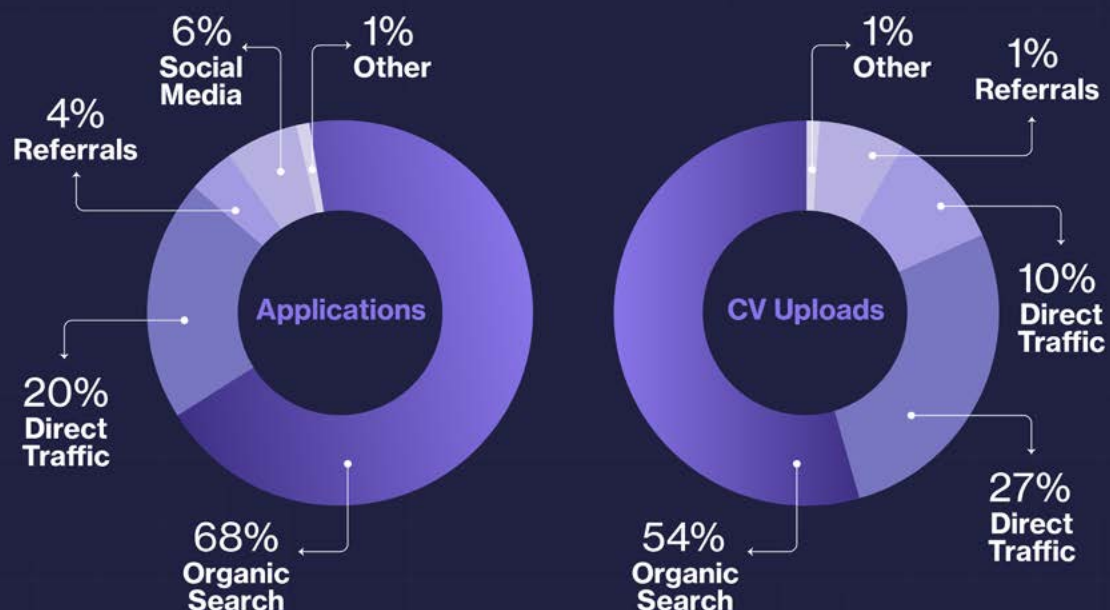
- No extra cost
- Control the candidate journey
- Build an exclusive talent pool

## Sources of applications & CV upload traffic

Focus on enhancing your SEO efforts by using relevant keywords, creating high-quality content, and ensuring your site is technically optimised. Strengthen direct traffic by promoting your URL in marketing materials, email signatures, and offline advertising. Increase referral traffic by building partnerships with other websites, collaborating with relevant industry blogs, job boards, and educational institutions to include links to your site. And leverage social media by developing a robust social media strategy, creating engaging content, and interacting with your audience to drive more traffic from social platforms.

APPLICATIONS AND CV UPLOADS

### Website Sources of Traffic



# Recruitment Website best practices

In order to increase applications to jobs on your website, there are several things you can do:



## OPTIMISE YOUR JOBS FOR GOOGLE FOR JOBS

In order for Google to find your jobs and rank them in relevant searches, there are several details that must be included in your job listings. These include salary, location, job title, job description, company name, and job expiry date.

You can check whether the jobs posted on your website are correctly displayed on Google for Jobs by logging into your Google Search Console account to check for any 'critical' issues. It's also important to use and update sitemaps and make your web pages indexable.



## EASILY SEARCHABLE JOBS PAGE

An easily navigable, easy-to-use jobs page that offers a range of filters is crucial. A filterable job listing makes finding a relevant job easy. Always include the option to filter by location or postcode, job type, category, salary range, keyword or tag.

The easier it is for jobseekers to find a job that matches their needs, the better the outcome for everyone. They are less likely to apply for a job that doesn't quite suit their skills or requirements, which will save them, the recruiter and the client time.



## QUICK APPLICATION PROCESS

The primary cause of candidate drop out is a long, overly complicated application process. Don't force a candidate to fill out too many fields, don't insist on a cover letter, don't ask for multiple documents to be attached, and don't make them duplicate anything they've already had to fill out.

This is all even more vital when you consider the number of candidates using a mobile to apply for a job - our research has found that 35% of visitors view recruitment websites from a mobile device. On that note, ensure the application form is easy to use on a mobile device, with easy to tap buttons and expandable fields.



## THINK LIKE A CANDIDATE

Most of us have been one so put yourself in the candidate's shoes. We would always suggest taking your own site for a spin as a 'candidate' so that you can test what the candidate journey is like.

Can you easily find the jobs page? Once on it, is it easy to filter and search for specific jobs? Is the application process simple? Is it clear how to contact the agency if you have a query? Is it easy to register for job alerts? Enter a few details matching one of your live jobs into Google and see if your job appears in Google for Jobs. Becoming a candidate for an hour or so can tell you a lot about the performance of your website.



## MONITOR YOUR WEBSITE ANALYTICS

Setting up and measuring stats like conversion rates will help you to assess whether your website is attracting candidates and driving applications. Ensure you have Google Analytics 4 set up on your website and choose the conversions you want to measure.

**Application submissions** - The primary metric to consider is application submissions, which can be compared with clicks on the 'apply' button. If there is a significant gap between these two numbers, you may need to examine your application forms for potential issues, such as length or functionality.

**Job alerts** - Monitoring the number of job alerts set up can also offer useful insights for recruiters as to what is working and allow them to optimise their processes and strategies accordingly.

**CV uploads** - Understanding how many visitors upload their CV to your website will help you to gain insights into how well your website is converting and the steps you might need to take to increase performance.

## 2. Post on job boards

As our data shows, job boards continued to be by far the **most popular choice for both job advertising and for candidate applications**. Clearly, a huge percentage of recruiters are using job boards as part of their candidate attraction strategy. However, with hundreds of job boards in existence just in the UK, it can be extremely challenging to know what job boards are right for your jobs.

That's where data steps in.

### Job posting and applications by job board

We've compiled data on which job boards most jobs are posted to and which receive the most applications.

Monster emerges as the favourite of the big job boards amongst recruiters, with 16% of all jobs posted to it but received just 1% of all applications.

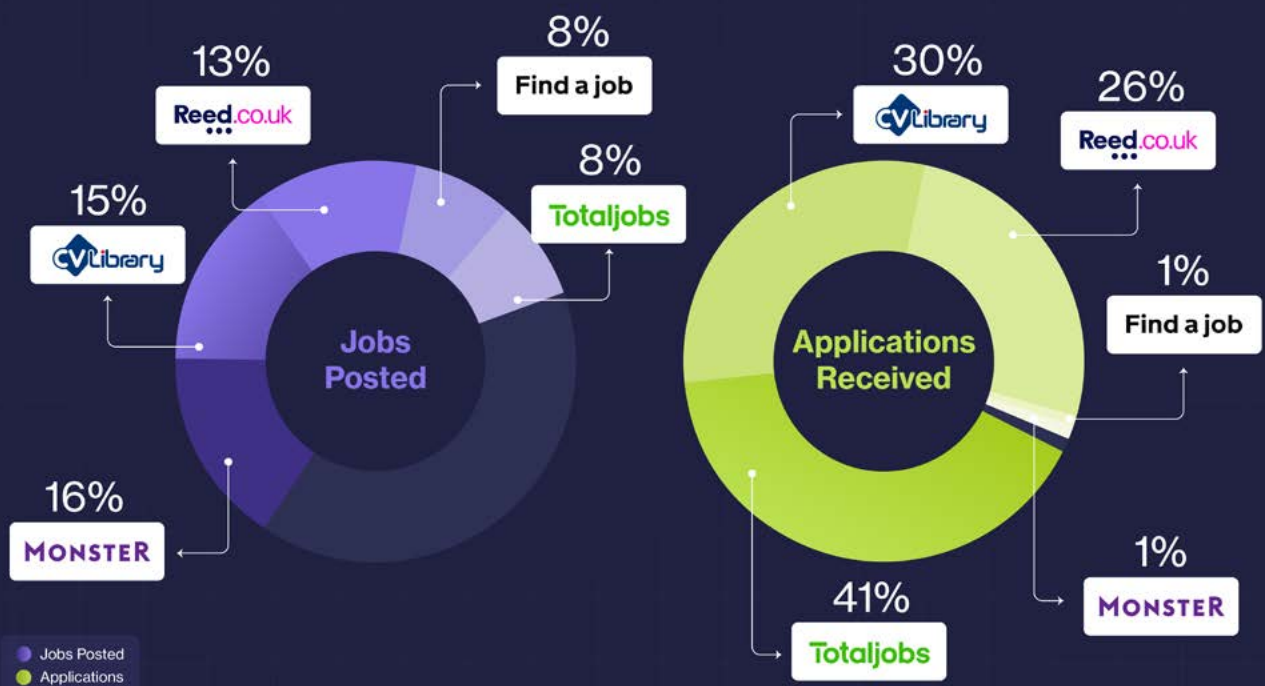
CV-Library follows a very close second with 15% of jobs and Reed not far behind with 13%.

Totaljobs only accounted for 8% of all jobs posted to job boards (alongside Find a job) but received the highest percentage (41%) of all applications.

CV-Library received the second highest percentage of applications (30%) and Reed the third (26%). Like Monster, Find a job received a share of just 1% of all applications.

GENERIC JOB BOARDS

### Jobs & Applications by Job Board



Note: Job boards represented are for duration based job postings.. 'Monster' and 'Find a job; are free to post job boards.

## Average application per job by job board

With an average of 33 applications per job, Totaljobs is the only big job board to provide a higher average than the overall average. Providing an average of 20 more applications than the second highest job board, Reed, Totaljobs definitely delivers on volume. CV-Library provides a similar number to Reed (12 and 13 respectively), Monster provides an average of 2 applications per job and Find a job just 1.

These numbers give us some insight into job board performance but looking at average application per job data in isolation won't give you the full picture. There are other factors that contribute to performance, such as application quality, hires and contract cost, all of which should be taken into consideration.

GENERIC JOB BOARDS

### Average Application per Job by Job Board



## Metrics to monitor for where to post your jobs

No longer does the wholly ineffective 'spray and pray' method reign supreme as recruiters now have reliable data on where the candidates they want to target are searching and applying for jobs.

- Total number of applications
- Average application per job
- Quality of applications
- Source of placements
- Contract cost
- Cost per application
- Cost per placement

## Application quality per job board

How good are the applications recruiters receive?

Application quality can be a subjective and controversial topic when it comes to job boards, but still an important metric to measure.

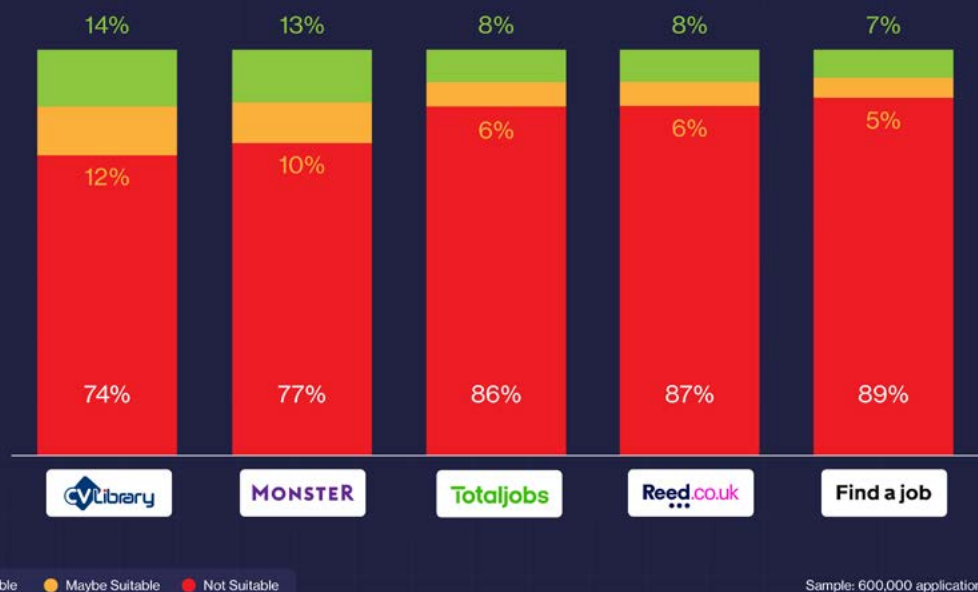
One of the ways to measure application quality is by looking into how recruiters rank the applications received to their jobs, via a traffic light system.

What this shows is that while application volume and average application per job tells one side of the story, application quality can reveal another.

It's important to determine, on an individual job board level, how the quality of applications received compares with the number of applications, but also to take into consideration the cost of the contracts.

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### Application Quality by Job board



## Factors to consider when ranking candidates

- Is the candidate's experience relevant to the role?
- What is the candidate's track record of performance in previous roles?
- Does the candidate possess any unique qualifications or certifications that set them apart?
- Are there any red flags or concerns in the candidate's background or references?
- How well does the candidate communicate and present themselves?
- How does the candidate compare to other applicants in terms of qualifications, experience, etc?
- Are the candidate skills transferable?
- Could this candidate be suitable for a different job?

### 3. Search your CRM database

Before you rush to post your job out to job boards, using up valuable credits, it is always worth **checking the database** on your CRM first.

Time and time again, recruiters find that they are receiving job board applications from candidates that were already on their database. Making it a habit of checking before you post will save you money that you could invest into other recruitment marketing strategies or elsewhere in the company.

Research from The Marketing Junction suggests that, on average, a **third of candidates applying for jobs through job boards were already on an agency's CRM**. It estimates that recruitment agencies can save around £17k a year by simply checking their database before rushing to advertise on job boards. That doesn't even take into consideration the potential time saved by contacting candidates directly - a business-critical commodity in recruitment.

One important thing to note is that, in order to utilise your database, it needs to be constantly and correctly updated. You need to be adding candidates to it that possess the right skills for the jobs you recruit for but, for whatever reason, couldn't be placed for the job they applied for. Those candidates remain valuable and need to be coded correctly in your CRM so that you can access their details when you need to.

**Tech that brings up matching CVs to your job specifications is also incredibly helpful, hugely speeding up the process and ensuring no candidate in your database falls through the cracks.**

### 4. Share jobs on social media

As a recruiter, sharing job openings on social media is a strategic move with numerous benefits.

**Wider Reach:** Social media platforms have billions of active users globally. Sharing job openings on platforms like LinkedIn, Twitter, Facebook, and Instagram increases the visibility of your vacancies exponentially, reaching passive job seekers who might not actively visit job boards.

**Targeted Audience:** Social media allows you to target specific demographics, interests, and professions. This means you can tailor your job postings to reach individuals with the exact skills and qualifications you're looking for, improving the quality of applicants.

**Engagement and Interaction:** Social media fosters engagement and interaction. Candidates can easily comment, share, or ask questions about job postings, providing recruiters with valuable insights into candidate preferences and concerns.

**Brand Building:** Consistently sharing job openings on social media helps to build the recruiter's personal brand. Recruiters who take the time to nurture their audience, can reach qualified candidates more easily.

**Employee Advocacy:** Encouraging employees to share job postings on their own social media networks amplifies your reach. Employee advocacy is powerful as it adds a personal touch to job postings and can attract candidates who trust the recommendations of current employees.

**Cost-Effective:** Compared to traditional methods like job boards, sharing jobs on social media is often more cost-effective. Many social media platforms offer targeted advertising options at a fraction of the cost of traditional advertising channels.

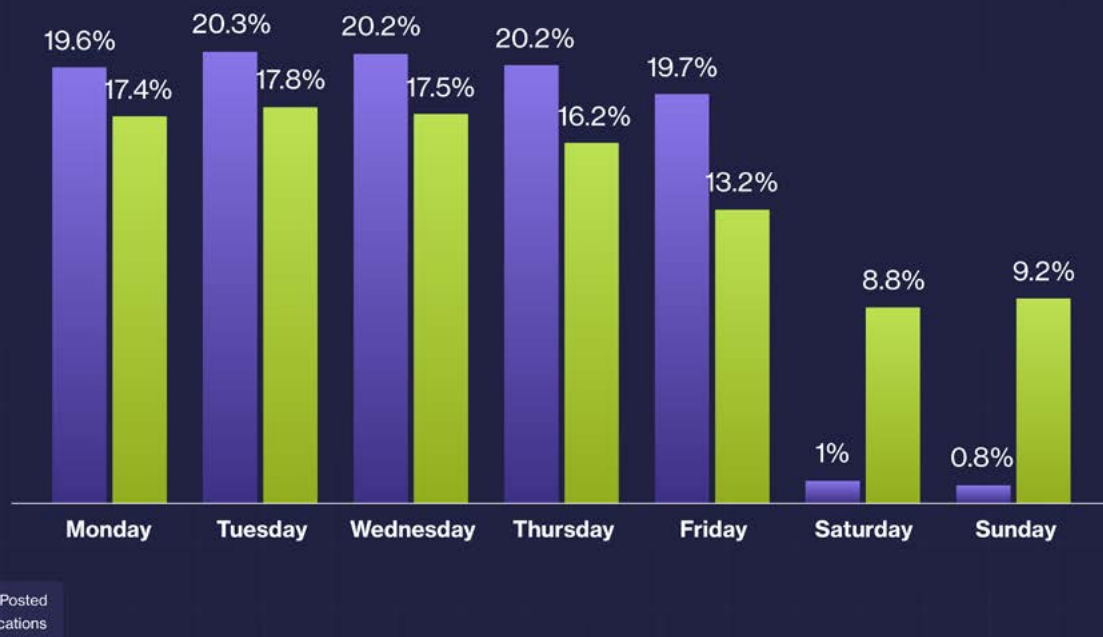
# When to post

## When is the best day to post your jobs?

The beginning of the week remains the most active time for candidates, with applications high from Monday through to Wednesday.

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### Jobs & Applications by Day



**The best time to post your jobs is the beginning of the week, preferably on a Monday or a Tuesday.**

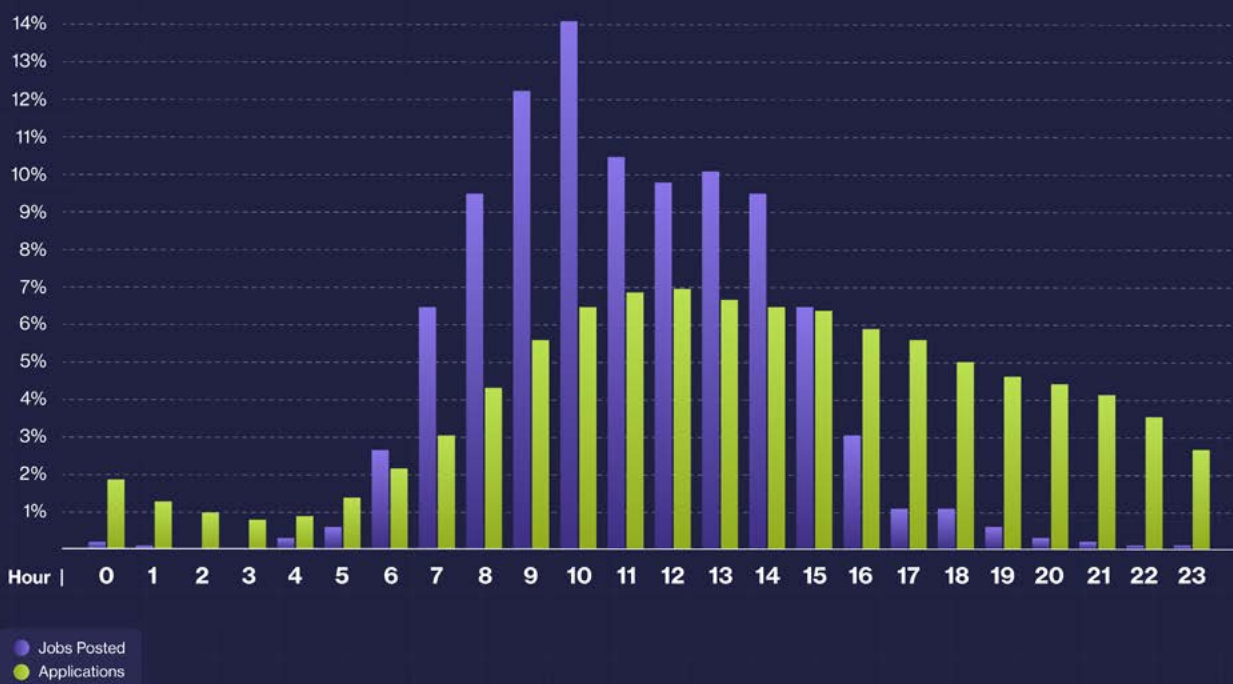
And, according to our data, that is exactly what most recruiters are doing. The only small change that could be enacted is to post more jobs on Mondays and Tuesdays and fewer on Thursdays. There isn't a huge amount of difference in job posting volume across Monday to Thursday but applications drop off slightly on Thursday, falling further on Friday and then further again over the weekend. That means that if you post a job on a Thursday, you will reach far fewer candidates over the following days.

## When is the best time to post your jobs?

The majority of applications are received at midday but the chunk of time between 10am and 3pm is consistently busy. Applications begin to decrease as the afternoon turns into evening and, unsurprisingly, are very low overnight, especially between 1am and 5am. Many candidates appear to use the working day to apply for jobs, either because they are currently unemployed or because they work flexibly. As there is a lot of activity over the middle of the day there are likely many applying in their lunch breaks too.

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### Jobs & Applications by Time of Day



**The best time to post your jobs is around 9am.**

**Do this and you'll catch all those that apply just after that time and across the course of the day.**

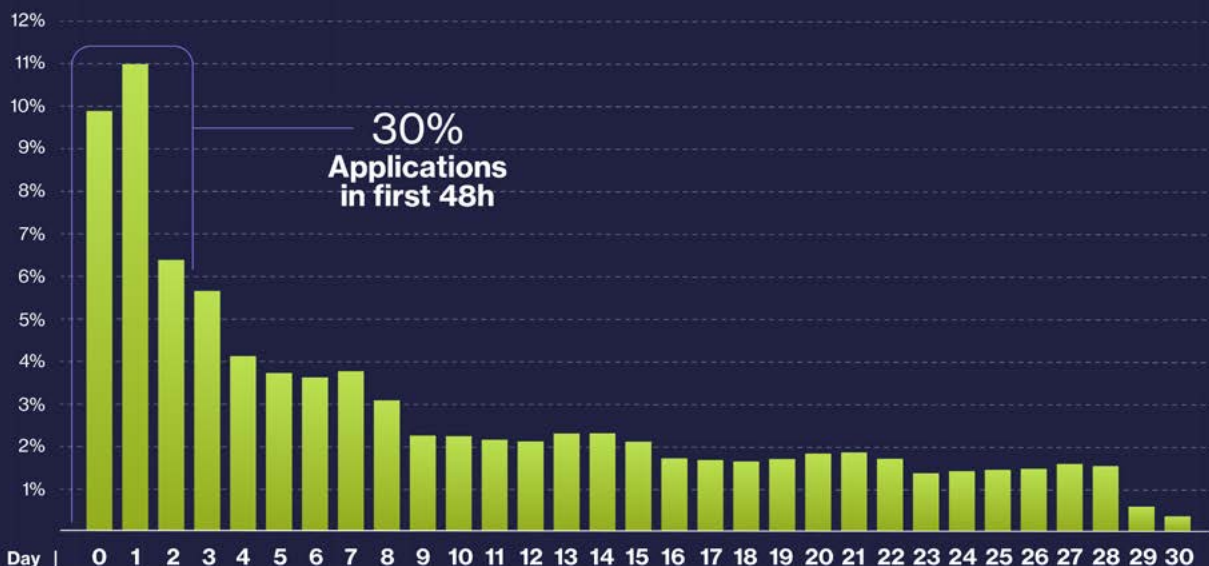
Our jobs by time data shows that the majority of jobs are posted at 10am, with 9am coming up second and 11am third. This isn't wildly out but recruiters would be better off posting slightly earlier to ensure their jobs are already live by the time the 9am candidates are online searching for jobs.

## Why time to apply data matters...

The amount of time it takes for a candidate to apply for a job once a job has been posted to a job board becomes valuable data once you know when candidates are applying. When you know what day of the week the majority of candidates are applying for jobs and how long it takes them to apply for those jobs, you can schedule your jobs to be posted at the right times.

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### Time to Apply



**The majority of applications are received within 24h to 48h of a job being posted, with applications dropping off significantly in the days following.**

Why? Job board algorithms prioritise fresh jobs so the more time that passes and the more jobs that are posted, the less likely it is that candidates will see your job. We know from our applications by weekday data that, in general, Monday to Wednesday are the most active days for candidates to apply for jobs. That means that if you don't post your jobs at the beginning of the week, it could be days before candidates are searching - by which point, your job is likely to have slipped down the results.

# What to post

## What to include in your job advert?

The job advert is crucial to the success of your candidate attraction campaign, which means it is crucial to the success of the entire recruitment process. Get this part wrong and every step that follows will suffer.

Your advert needs to be well structured and optimised for job boards and Google for Jobs. It needs to be well written, compelling, easy to read, de-gendered and of optimum length.

There are a number of best practices when creating your job advert that, if followed, will help you to nail it every time. These shouldn't be veiled in secrecy so we've revealed them all here.

## Job advert checklist

- Standardised job title
- Location included
- Explicit salary
- Compelling copy
- Benefits that match today's expectations
- Realistic qualifications and experience expectations

WHAT TO POST

## Job advert essentials



# Job advert anatomy

How you structure your job advert is as important as what it says.

Our job ad below follows the structure recommended by most job boards and will help it to be found by their algorithms as well as on search engines. It also communicates the right information at the right point in the ad, grabbing attention, keeping that attention and compelling the candidate to apply.

## Introduction

The hook. Give a brief introduction to the role and the business. Think of it as your elevator pitch, quickly hooking candidates so that they read on. State who you are looking for, in which location and, very briefly, what the role involves.

## Company pitch

Sell the company. Mention anything that makes the company stand out amongst competitors. This is a great place to talk about the company vision and culture. Sell the role, sell the business, sell the culture.

## Role responsibilities

Succinctly explain how the role fits into the business, what the candidate will be doing on a daily basis, and list the key responsibilities of that role. Don't overwhelm the candidate – stick to 5 main responsibilities.

## Experience and skills

Cover the experience and skills need for the role but state which are essential and which are nice to have. As with responsibilities, don't lay down a long list of required skills and experience as that can deter many, especially diverse candidates. If you do ask for a specific skill and/or qualification, always state the reason that skill will be needed.

## D&I

State your diversity and inclusion policy, making it clear that the organisation is inclusive and welcoming for all.

## Benefits

End on a high – close the ad with the benefits the candidate will receive, creating excitement and desire. Emphasise company culture, wellbeing initiatives, any caring support, extra holiday – anything that will further sway candidates and encourage them to apply.

## How to apply

Finally, don't forget to make it clear how to apply – ideally via a quick apply button that sends candidates to your own website apply page, ensuring they are directed into your ecosystem. On that point, ensure your website apply pages are live and functioning and that candidates can apply quickly and easily.

## Business Development Manager

🕒 Full time, Permanent 📍 Remote

£ £30,000 OTE £50,000

Wave is growing again. Having spent the last few years building and evolving our technology, we're at the point where we want to tell the world about it and need a Business Development Manager to spearhead this campaign.

We are a candidate attraction technology business that offers an all-in-one solution for recruitment agencies, helping them to source and attract high calibre candidates quickly and effortlessly. The potential for all Wave products is huge and, while we've seen subscriptions continually increase organically, we're ready to accelerate our growth to the next level to be the market leader in candidate attraction technologies.

With at least 20,000 recruitment companies in the UK, you'll have the run of the sector, sourcing leads, demo'ing our services, and negotiating and closing deals to help our clients attract more candidates.

As a Business Development Manager you'll be:

- Sourcing and contacting prospects
- Building strong and long-lasting relationships
- Responsible for product demos and presentations
- Leading the sales process from start to finish
- Pricing and negotiating to close deals

What we ask of you:

- Experienced sales professional
- Experience in the recruitment sector
- Natural and awesome communicator
- Tenacious and target-driven
- Entrepreneurial and creative

At Wave, we welcome talented individuals from all backgrounds as we understand that a diverse team means diversity of thought, which is a springboard for new ideas, innovation and creativity. We may be biased but we think that Wave is a pretty awesome place to work - we're a warm, welcoming, friendly and incredibly supportive bunch.

We offer a work from anywhere policy, plus a decent holiday and pension allowance. For this role, you can be remotely based, although there is also the opportunity to come into our offices in Reading on a hybrid basis if you want to.

We've got big aspirations and plans to match and would love it if you were part of that. To apply, please email [wavejobs@wave-rs.co.uk](mailto:wavejobs@wave-rs.co.uk) and click the quickly button below.

Apply

## Job Title

A standardised, short job title with no special characters or extra detail. Candidates search for titles they know and that are commonly used in the industry.

## Location

Add a location, even if it is remote. Adding this kind of structured data makes it easier for Google for Jobs and job board search engines to pick it up from keyword searches and will help candidates to immediately see whether a job is suitable for them.

## Salary

Always include the salary. Pay transparency is what candidates now expect. Salary is a significant motivator in the job search so it stands to reason that you will achieve a higher rate of quality applications if it is included in the ad.

## Bullet Points

Limit the number of bullet points in a single list to 5. Bullet points are great to break up chunks of text and allow candidates to skim important information but too many and the benefit of highlighting points is lost.

## How long should your job advert be?

Advert length is a bit like the three bears and their porridge. Not too long, not too short, but just right is what you're aiming for. That sweet spot that offers enough details to understand the role, its benefits and its requirements but not bore the candidate before they've even finished reading.

A job advert - like any advert - should grab the reader's attention, compel them to read it, and end before they have lost focus. It should never be a long and full description of the job specifications but a pithy piece of content designed to sell the job to the right candidate.

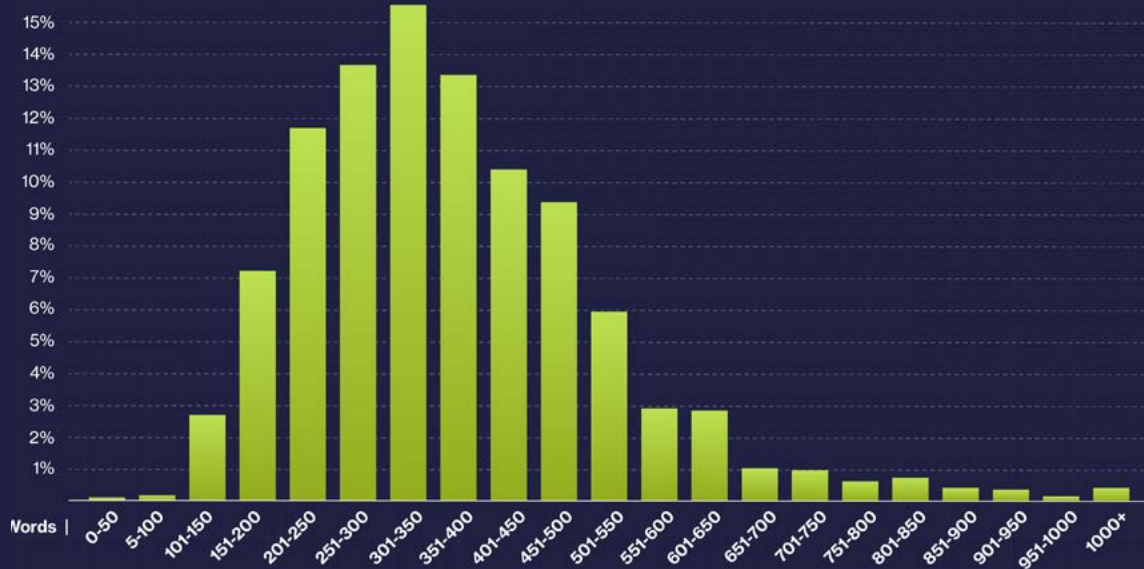
**Our data shows that, as an average across all industries, the word length that attracts the highest percentage of applications is between 300-350, closely followed by 250-300 and 350-400.**

This is a trend we have seen for a few years. It seems to be the number that is long enough to impart enough information to detail what the job involves and what it offers but short enough not to lose the interest of its readers. Any shorter than 200 words and applications severely drop off, as with job adverts that are longer than 500 words.

Candidates don't want to read an essay and they don't want to read a copy and pasted job description. A job ad is an advert like any other - it should sell the job to candidates while providing just the information they need to know to make an informed opinion on whether to apply.


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### Applications per Advert Length



# Job ad creation

## ✓ Dos & Don'ts ✗

<p><b>Do publish the salary</b></p>		<p><b>Don't publish a huge salary range</b></p>
<p><b>Do publish the location, even for a remote role</b></p>		<p><b>Don't list the job as remote if in reality it's not</b></p>
<p><b>Do include the benefits, plus essential skills and responsibilities</b></p>		<p><b>Don't write the entire job description</b></p>
<p><b>Do use a personable tone</b></p>		<p><b>Don't use quirky job titles in an attempt to grab attention</b></p>
<p><b>Do keep the length to 300-350 words</b></p>		<p><b>Don't use more than 5 bullet points in a list</b></p>
<p><b>Do ensure the language you use is non-discriminatory</b></p>		<p><b>Don't use industry jargon</b></p>
<p><b>Do include keywords in the title and description</b></p>		<p><b>Don't overstuff your copy with keywords</b></p>

# Industry breakdown

## Industry-specific Where, When & What

We often talk about recruitment as a whole and there are many ways in which best practices will apply to all sectors but we also know that each sector has its nuances.

Some sectors have a high percentage of roles that are shift based, for example, and that will impact the times and days that candidates will be actively searching for jobs. Some will have roles that require more detail in the job advert and therefore perform better with a higher word count than the average optimum length.

There are slight variations in many industries, based on the different roles and candidates targeted. It's therefore helpful to see specifics for the industry you recruit in, so we have compiled a Where, When and What for 10 individual industries.

For each, you'll discover the job boards providing the highest percentage of applications, the best time to post your jobs based on application volume, and the optimum length for your job adverts.

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**IT & Internet**

**Education**

**Health & Nursing**

**Manufacturing**

**Public Sector & Services**

**Engineering & Utilities**

**Accountancy**

**Secretarial, Pas & Admin**

**Property**

**Construction**

**Get the industry data**

(click here)

## CANDIDATE ATTRACTION

# Where, When and What to post

Knowing where, when and what to post, plus other ways in which you can source high calibre candidates, is vital in any market.

As we appear to be operating amongst a permanently decreased labour force, it is even more critical to know where to find quality candidates for your jobs, plus how to attract to them and encourage them to apply for those jobs. A recruiter's instinct and experience will always be important but in a rapidly changing landscape, data is key.

**Armed with the 3 Ws - Where, When and What - when it comes to sourcing candidates and posting your jobs, you'll have an advantage over the competition.**

You'll not only be able to find candidates faster but the quality will be higher, putting you in a far better position to place the right candidate in the right job at the right time.

### WHERE TO POST

**Check your CRM first for any candidates already on your database that match the job requirements.**

**Post to a mixture of platforms, including niche (where relevant) and generalist job boards and your website.**

### WHEN TO POST

**Post at the beginning of the week, on a Monday or Tuesday.**

**Post by 9am for maximum exposure.**

### WHAT TO POST

**300-350 words long.**

**Include salary, location and standardised job title.**

**Keep to the recommended structure for Google for Jobs and job boards.**