

Job Ad Template

Creating a compelling job ad will attract the kind of people you want to apply. To create a compelling job ad, consider how to describe your business to potential candidates in a way that emphasizes what is great about your team, your practice, and your business's future. By focusing on the best parts of your practice, you are more likely to receive applicants who have a proven track record of success along with the skills, attitudes, and behaviors that you are looking for.

HEADING

Create a heading that will stand out to applicants. The heading should be brief (one sentence or even a few words), yet entice candidates to continue reading your job ad.

INTRODUCTION

Using a short paragraph, draw applicants in using exciting and interesting details about the position.

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WHO WE ARE

After the heading and introduction, begin the job ad by describing the great things about your team, your practice, and your goals for the future.

Your Team

In one or two sentences, describe the positive attributes of your current team.

Your Practice

In one or two sentences, describe the positive attributes and satisfying elements of your work and practice.

Your Future

In one or two sentences, describe the success you anticipate for your business in the future.

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WHAT YOU'LL DO

In this section, you will list the most critical job responsibilities for this position by reviewing your Success Profile. Although you may have a long list under the *Key Job Responsibilities* section in your Success Profile, choose only those that are absolutely essential to use in the job ad. The remaining responsibilities that are not listed in your advertisement can be conveyed during the interview process.

List the key job responsibilities.

WHO WE WANT

In this section, you will list the most critical expectations needed for this position by reviewing your Success Profile. Although you may have a long list under the *Job Expectations* section in your Success Profile, choose only those that are absolutely essential to use in the job ad. The remaining expectations that are not listed in your advertisement can be conveyed during the interview process.

List critical job expectations.

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WHY WORK FOR US

In this section, you will list the benefits and perks that will draw in your candidates. List incentives that are likely to attract candidates such as paid time off and flexible schedules.

List the benefits that your practice offers.

HOW TO APPLY

In this section, you will outline the process for applying to the position. This may include where to send an application, when applications will be accepted, and what is required for submission such as a resume and/or cover letter.

In two or three sentences, describe the application process.

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Below is an example of how you can format the information on the previous pages to create one, cohesive, exciting job advertisement.

LEARN, CONTRIBUTE AND MAKE A DIFFERENCE!

If you want to grow with a business, and be part of something that makes a difference to the lives of animals and their owners, we would like to talk to you!

Who We Are:

We are a growing veterinary hospital with caring, supportive team members who go above and beyond to provide exceptional animal care and phenomenal service to our clients. We are looking for even more amazing team members who can help us continue to achieve this vision.

What You'll Do:

- We are looking for someone who can grow with the business. You will be involved in everything from providing care for our clients and their pets, to contributing your thoughts on the hospital's business strategy, growth opportunities, and ways to improve how we deliver our best care and service.
- We need a coach and mentor who can provide and oversee all aspects of the patient care process, providing the best experience for pets and their owners, while also elevating staff members to perform at their best.

Who We Want:

- We are seeking a Doctor of Veterinary Medicine (DVM) who is skilled in performing physical examinations, diagnostic, medical, and dental procedures. Surgical skills would be a plus.
- This job is not only about having technical skill, but also about having the right attitude, a desire to teach and learn, and a passion for positively contributing to our clients' experiences and the growth of the business.
- There is no typical day. We are built to make a difference for the clients who trust us with their pets and that means we must be responsive to their needs, not focused on our own.
- We are looking for the person in this position to be a role model, who is ethical, positive, and accountable for their own actions, and serves to improve the skills and abilities of those around them.

Why Work For Us:

Our business works every day to create a culture that allows us to thrive, do our best work, and build a strong, cohesive team. We are fully committed to the growth and development of each of our employees as well as offering competitive pay and benefits.

How To Apply:

To apply, please submit a resume to email@example.com. Once your resume is submitted, you will receive an email confirmation within 48 hours outlining the next steps in the application process.