



Are you confused about the difference between a **job description** and a **job advert**? Think about your audience, **internal** or **external**?



Skills

Experience

Attraction

If you are recruiting you need both!

A **job description** is an **internal** document that outlines responsibilities, tasks, and qualifications required for a specific position. It is **detailed** and used by line managers and HR to include the duties, reporting structure and requirements of the role.

A **job advert** is an **external** document that will be posted on job boards for public engagement. This should be focused on attraction and benefits of working in the particular role for this company. It has **concise** points of tasks and experience required as well as how to apply. An advert is about generating interest and showcasing the business.

When you engage Frankly Recruitment **we will write, design, and advertise** your vacancy to appeal and attract as many external candidates as possible.

Our role is then to interview applicants against the given job description and provide the **best shortlist** for you to meet.

 SIMPLY PROFESSIONAL
FranklyRecruitment

#franklydifference
Fast - Honest - Kind