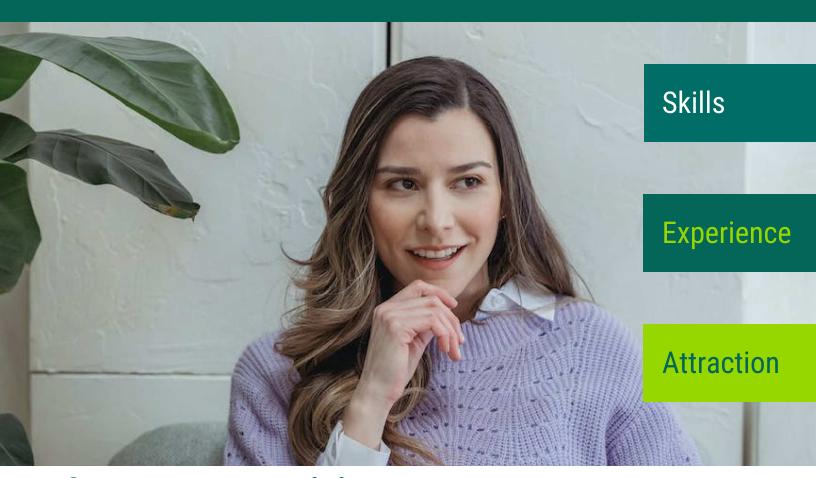
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Are you confused about the difference between a job description and a job advert? Think about your audience, internal or external?



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.



#franklydifference Fast – Honest – Kind