



Writing effective recruitment adverts and hiring in a candidate short market

*Current Job Market

ONS Stats – April 2022

- 29.6 Millions people are on payroll up from 430,000 from pre-pandemic
- Job vacancies rose to new record to 1.28 million

Charity Job Quarterly Review

- Vacancies high and applications are low across the economy
- Advertising over 5,000 new roles per month

Charity Job	Average View	Average Redirects
August 2021	436	29
Oct 2022	391	21
Jan 2022	344	11

Quick Wins

Show me the
Money!

Digital Overlord –
Website Manager

Formatting

Drop the non-
essential

Benefits, benefits,
benefits!

The Next Level

SEO – Search
Engine
Optimisation

Longer isn't always
better

Gender
Decoder

Alternative
methods of
applications

Video's



Methodology

What are the
candidate
motivations?

Where are they?

How do we
reach them?

Thank you!