

# Job Ad Writing Checklist

## - Start with a Strong, Clear Headline

- Use an accurate job title that people search for.
- Avoid vague or quirky titles like 'ninja' or 'rockstar'.
- Add appealing details (e.g., location, flexibility, perks).

## - Write an Engaging Introduction

- Summarize the role in 23 sentences.
- Mention the company mission or team impact.
- Highlight what makes the role exciting or meaningful.

## - Describe Key Responsibilities Clearly

- Use bullet points to outline main duties.
- Start each with a strong action verb.
- Avoid listing every minor task.

## - List Required and Preferred Qualifications

- Separate required vs. preferred skills.
- List only what's necessary for success.
- Avoid overly rigid or excessive requirements.

## - Showcase Compensation, Benefits, and Perks

- Include salary range when possible.
- List medical, retirement, and other benefits.
- Mention perks like learning stipends or remote setup budgets.

## - Describe Your Work Culture and Values

- Share authentic details about team culture.
- Avoid buzzwords; reflect real values and behaviors.
- Include DEI commitments or team rituals.

## - Include a Clear Call to Action

- Tell candidates how to apply.
- Mention who they'll hear from or what happens next.
- Use language that encourages action.