Writing attractive job ads

Learn to write job postings that candidates do respond to!

The best trainer in the Netherlands '23 and '24

adwise

ACADEMY

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Program:

During this in-company training you will learn to write job postings that convince candidates to choose your organization. In the morning the focus is on target group oriented writing and understanding what attracts the ideal candidate.

Je werkt met een framework dat helpt om de juiste toon en inhoud te vinden, en we behandelen de basis-principes van effectief schrijven. In de middag duiken we dieper in technieken zoals SEO, aantrekkelijke functietitels en call-to-actions. We gebruiken ChatGPT om het schrijfproces te ondersteunen en leren hoe AI helpt bij het verbeteren van teksten.

For whom:

This training is specifically designed for recruitment and HR teams who want to improve their hiring process by writing strong job postings. The training is fully customized to your specific learning objectives, so you will learn how to make your organization attractive to the right candidates.

After completion, you will know:

- You know what makes a job posting attractive and can write effective job postings.
- You have mastered techniques such as SEO, targeted writing, and avoiding clichés.
- You can effectively use ChatGPT to improve texts.
- You understand why suffering sentences and vague words reduce the power of texts.
- You know how to apply "show, don't tell" to make make texts expressive.

- You experience more fun and efficiency in the writing process.
- You have more confidence when writing job postings and achieve better results.

96% Recommends us

19+ Years of experience

4.000+ Certified participants

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Nederlandse Raad voor Training en Opleiding

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Give wings to your ambition.

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