



4 THINGS TO INCLUDE IN YOUR GRANTED ADVERTISEMENT JOB POSTING

If you are getting ready to post a job listing for a position in advertising, there are some things to be sure and include in your job posting. These things help improve your keyword density, which then helps job seekers that are using the basic or advanced search methods on the site. Remember to include these important details in your job listing. **1. Job Title and Description** Start by perfecting your job title and description. With the job title, choose one that is used often in advertising, not necessarily what you call the position at your company. You may not use a major trade name in your positions, but should use familiar job titles, like "Advertising consultant" that job seekers are going to recognize. In the job description, go into further detail about details of the job, like how long the job lasts, what is expected, and what some of their duties will be. **2. Skills and Requirements** Next, have a section in the advertising job listing about the candidate's skills and requirements. If you require someone you are hiring to be an advertising director to have direct ad sales experience, make a note of it. Other requirements might be other types of work experience or having a particular level college degree. For education, note whether it is required or simply preferred. **3. Include Company Information** The job seeker also wants to know more about your company, including the size and culture of your company. If you have a strict business atmosphere or casual atmosphere with business casual attire, include that in the job listing. Describe how your advertising firm got started, your mission statement, the different types of services you provide, and why they should work for you. **4. When the Job Starts** Finally, make a mention of exactly when the job starts when posting on **Granted**. It makes a big difference to candidates who either need to give notice at their current position, or those who want to start immediately. Looking for Advertising jobs? [Click here](#).

<https://blog.granted.com/>