

# 1

**JOB TITLE:**

## TOP TIP

Job descriptions and advertisements should not exceed one side of A4, and be sure it doesn't look too cramped

# 2

**SUMMARY:** Be clear and concise about your business needs.

- Include a short paragraph about the store and its history, what the role is and what type of person you, as a retailer, want working in your store.
- Make it personable, but professional, as this will be an applicant's first impression of you.
- Total words: approximately 100.

# 3

**RESPONSIBILITIES:** Set out clear expectations between you, as a retailer, and your team.

- List their daily duties, and select the 10 most important to your store and business model.
- Think about making this section task-orientated, such as making sure all product labels are facing forward.

# 4

**SKILLS:** Have a list of skills important to the role needed to make it a success.

- Clearly state the skills that are vital for applicants to possess to do well in the role.
- List skills relevant to the role you're recruiting for, such as service with a smile for a customer service position.
- Consider which skills are important for you to continue the smooth running of your store, and will play a part in improving it.

# 5

**JOB INFORMATION:** Be clear and honest about your business needs.

- Include the hours and shift patterns required to suit your business.
- Consider whether applicants will need to work weekends or evenings, and clearly state this.
- Decide the purpose of this role and how future employees will need to fit into the team.

# 6

**HOW TO APPLY:** Use up-to-date information and an application deadline.

- Include how they can apply, whether it's by dropping their CV in store or via email.
- Consider using a telephone number for applicants to get more information about the job.
- Make sure all numbers and email addresses used are in operation and up to date.