

# Pitching to the right audience



**WRITE RIGHT:** The words employers use in recruitment ads must be spot-on.

by Barbara Lynch

MAINTAINING a happy workforce starts with luring the right workers through job advertisements.

Determining the person's skill set and what they needed to get the best for the business was also the trick.

Your Business Buddy director Julie Faddoul said employers needed to attract the best candidates from the beginning.

"You can get it wrong if you don't advertise correctly," she said.

"If you are looking to attract a particular person it is important to use the right words to target the age group."

Your Business Buddy is an online business platform which offers ready-to-use systems and growth strategies for small to medium sized businesses.

Ms Faddoul said times were changing and the age gap was now 40 years between the youngest and eldest person in a workplace.

The magic words to attract Baby Boomers in a job advertisement included flexible working conditions, stable business, management and coaching opportunities while Gen X wanted to hear promotion opportunity, multi-skilling and work life balance.

Gen Y wanted a fun environment, opportunities for advancement and non-standard perks such as gym membership and casual dress. Ms Faddoul said all generations had their own strengths and

employers needed to determine which ones they wanted.

Precruitment branch manager Jamie Keen said it made a difference to choose a target audience but employers should not discount a generation.

"The most important role is deciding who you want to respond," she said.

"You can get flooded with applications from people who aren't appropriate.

"The more time you save yourself looking through unsuitable candidates, the better."

Ms Keen said using specific words to attract a particular demographic could rule out great candidates.

"Once upon a time you did attract a certain generation with words," she said.

"Now some older people may want to change roles and look for career progression and you don't want to discount them."

Ms Keen said some people in the workforce would be happy to restart their career in a new direction and would love to undertake extra study at work.

"People are willing to change careers and start training... they will respond to ads which say training is provided.

"People are more open to applying for jobs which perhaps in the past they would not have considered."

Ms Keen said it was not unusual for a Baby Boomer to apply for a job that may be targeted to a Gen X or Y.

"Their skills are transferable," she said.

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