

A values-driven job advert template & example



WANTED

[A job title - ideally one that sounds interesting] at [Your Business]

Purpose of the business

Our business is focused on...

This is the area where you share your business vision. Talk about what you are looking to achieve; what you want to do for your clients; how you want to help them.

Build the picture of your team; how your team are all focused on what's best for the customer; that you work hard and play hard - that sort of thing. You're looking to get them excited about the prospect of working with you.

Purpose of the role

'This role is crucial to our success.' Is a great line to start this section with.

How does this role fit into your business? How does it make things easier or better for the rest of the team or for your customers.

Why is it important that the 'right' person has this role.

Even if it is a relatively minor role in the business, it must be important or you wouldn't be hiring for it - so share how it is important to you and the business here.

Pen Portrait

This section is also crucial as it builds a picture that your ideal candidate will see and be able to say 'that's me!'

Always write it in the first person, and build the values that you want them to demonstrate into the portrait. (see example)

It shares with them not only what they'll be doing and how they'll be doing it, but also importantly, how they'll be feeling!

A picture of their ideal day, completes the ad.

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LOGO Chief of Making it Happen at ABC Business

Purpose of the business

The ABC mission is to help people to get brave enough to show up and do what really matters to them.

Through coaching, mentoring, events and online programmes we work with business owners and leaders, helping them to find the courage to do the things that will make the difference for them.

Too many people in this world settle for what feels comfortable or safe, what they can do or what they believe they deserve. In doing this they play safe, often selling out on bigger dreams, on their potential and on the contribution they could make in the world.

Our business is built on the premise that each & every person has a purpose, a contribution and reason for being on the planet. We believe it matters that we each live that purpose.

Purpose of the role

This role is crucial to our success. Our Chief of Making it Happen will ensure that we do what we say we will; that we keep our commitments to each other and to our clients; someone who will pay attention to the detail, someone who frees up Bob, our Chief Exec to fulfil his role as visionary and creator, giving him time to focus on the needs of our clients and the growth of our business.

Pen Portrait

I LOVE creating order from chaos! Maybe it's a touch of OCD, but I just like things to be well ordered and kept that way. Don't get me wrong, I'm not a paper-clip counter, and my files aren't colour-coordinated, I just really enjoy planning, and working out logistics; making sure that something like an event runs to budget, and without a hitch.

I take great pride in that - nothing gets missed, or forgotten on *my* watch. I really enjoy working as part of a team, and staying one step ahead of those who rely on me - having their back you might say.

My ideal day would involve an early start, to get ahead of the game, and then a day full of challenges that I overcome one after another, without the need to involve my boss. In fact, they won't always know that there have been any problems, which makes me feel really good about myself. It's fast paced and it's fun with everyone in the team doing their bit! I love it.