

TIPS ON

CRAFTING

JOB ADVERTISEMENTS

WHY IS IT IMPORTANT TO CRAFT GOOD JOB ADVERTS?



A well-crafted job advert clearly communicates role expectations and attracts suitable candidates. Here's how to create an effective one:

1 BE CONCISE

Use simple, direct language that anyone can understand



"We're seeking a dynamic individual to leverage synergies and drive bottom-line growth"



"Must interface with cross-functional teams to optimise workflow solutions"



"We're looking for someone to help improve team performance and increase revenue"



"Work with different departments to improve how we get things done"

2 AVOID INDUSTRY JARGONS

	
"Oversee end-to-end quality assurance"	"Monitor and maintain quality control across all stages of production"
"Experience in omnichannel marketing and customer journey mapping"	"Work with different departments to improve how we get things done"

3 INCLUDE DETAILS ON WORKING HOURS



Be specific on the working hours and shift patterns

	
"Must work shifts"	"3 shifts available: 7am-3pm, 3pm-11pm, or 11pm-7am (choose one fixed shift)"
"Must work weekends"	"Weekend rotation: Work 2 weekends per month, with 2 weekends off"

4



INCLUDE DETAILS ON WORK LOCATION

Specify exact workplace location(s) and include information about accessibility if relevant

	
"Located in West Singapore"	"Office location: 123 Jurong East Street 21, #03-45, Singapore 609601"
"Multiple locations island-wide"	"Work locations: <ul style="list-style-type: none"> • Tampines Mall • NEX Shopping Mall"
"Accessible by public transport"	"3-minute walk from Raffles Place MRT (Exit A)"



5

DO NOT USE ABBREVIATIONS

	
"Min 3 yrs exp in HR req"	"Minimum 3 years' experience in Human Resource required"
"Must have cert in WSQ/ACTA"	"Must have certification in Workforce Skills Qualifications (WSQ) or Advanced Certificate in Training and Assessment (ACTA)"



6 SPECIFY CORE RESPONSIBILITIES

List 5-7 main duties using action verbs and be specific about what the role entails

	
"Support team"	"Support Human Resource team with recruitment administration when needed"
"Various admin duties"	"Handle telephone enquiries and email correspondence (30-40 daily)" "Prepare monthly reports and presentations using data from multiple departments"

7 SPECIFY QUALIFICATION REQUIREMENTS



List specific skills and experience needed and include any required certifications

	
"Experience preferred"	"2 years' experience in food & beverage operations"
"Relevant certification needed"	"Competent in SAP inventory management system"

8

SPECIFY COMPENSATION INFORMATION

List additional benefits and allowances and include performance bonuses or incentives if applicable

	
"Basic + allowance"	<p>"Transport allowance: \$150/month"</p> <p>"Shift allowance: Additional \$200/month for night shift"</p>
"Bonus based on performance"	"Quarterly performance bonus: Up to \$500"

9

BONUS! INCLUDE COMPANY CULTURE

Provide brief description of work environment, highlight unique benefits or perks and share what makes your workplace special

	
"Good working environment"	<p>"Complimentary staff meals during shifts"</p> <p>"Birthday leave and half-day offs on special occasions"</p>
"Great culture"	<p>"Monthly team meals across different shifts"</p> <p>"Clear progression pathways within 2 years"</p>

SAMPLE

JOB ADVERTISEMENT

THE COZY CORNER CAFÉ

SERVICE CREW

\$2,200 - \$3,000 per month

ABOUT US

Are you passionate about creating exceptional dining experiences? Join our vibrant team at The Cozy Corner Café!

WORK LOCATION

- 123 Orchard Road, Singapore 238841
- 2-minute walk from Somerset MRT

RESPONSIBILITIES

- Provide warm, professional welcome to all guests
- Take accurate food and beverage orders using our POS system
- Serve meals and drinks promptly while maintaining quality standards
- Process various payment methods (cash, cards, mobile payments)

REQUIREMENTS

Essential:

- Minimum Secondary School qualification
- Excellent interpersonal skills
- Physical stamina to stand for long periods
- Available to work on weekends and public holidays

Preferred:

- Prior F&B experience
- Food Hygiene Certificate (training provided if needed)

WORKING HOURS

- 5-day work week
- 8-hour shifts with rotating schedule:
Morning: 6:00 AM - 2:00 PM
Afternoon: 2:00 PM - 10:00 PM
- Work includes weekends and public holidays

CAREER PROGRESSION AND ADDITIONAL BENEFITS

- Structured training programme
- Clear progression path to Senior Service Crew and Team Leader
- Monthly meal allowance (\$120)
- Quarterly performance incentives (up to \$200)
- Transport allowance for late shifts
- AWS bonus