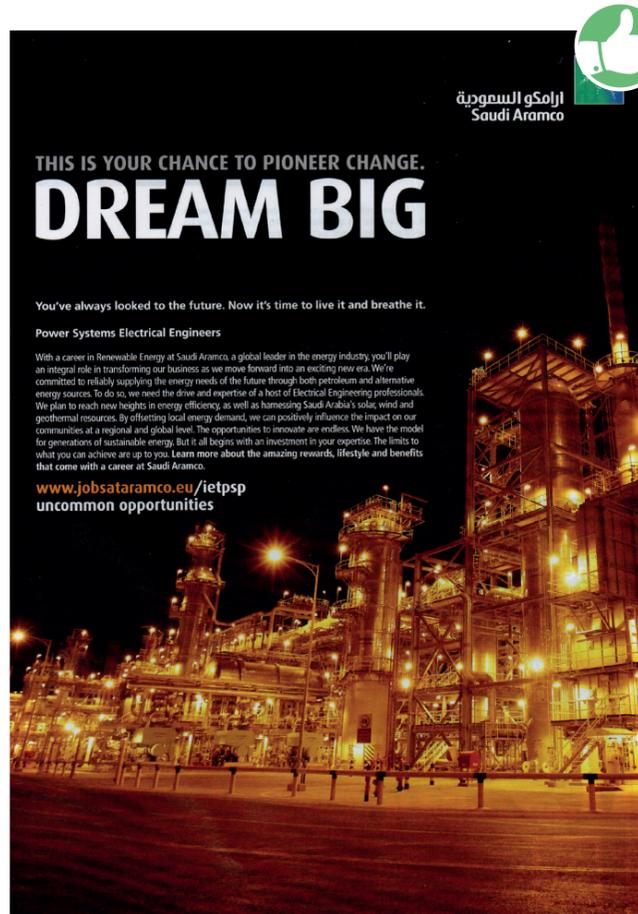


How did Engineering Students Rate Current Engineering Job Adverts?

There was mixed feedback on the selection of job advertisements reviewed by the students. The vast majority of the ads reviewed fell into the negative category, with about 20% receiving some positive feedback; the ads deemed to be better than the rest tended to be the same ones, for example, Dyson and Saudi Aramco. This illustration shows the students' collective likes and dislikes of the ads they reviewed:

		
IMAGES	Prominent, vibrant, aspirational images that were relevant to the role being advertised (only a few ads were deemed to live up to this standard).	No images. Hard hat images. Technical images. Irrelevant images. Library/stock/generic images. Stereotypical images. Most ads fell into this category.
JOB SPECIFICATION	Precise information on the job including a salary. Concise copy, clear job description and opportunities articulated.	Vague job descriptions, particularly about opportunities and career development. The lack of reference to a salary was an important issue. The students felt that if a specific salary cannot be stated at least a range should be given.
DIVERSITY	Inclusive language.	Lack of diversity expressed in words or images.
BRANDING	Clear branding, consistent brand. The company is obvious (without being over powering) and the advert colour scheme matched the logo/brand.	Over-branding – too much emphasis on the company rather than the prospective employee. Too much management speak – eg 'human resources', felt to be "horrible, impersonal language".
TEXT / DESIGN / LAYOUT	Catchy headlines and text which posed questions were very popular.	Uninspiring design. Overwhelming, dense text – makes engineering seem dull/boring and the ads were hard to read - "less is more". It was stated that "today's generation want information on their own terms" – this means text should be short and punchy with the detail being posted online for candidates to research themselves. Or the text was too small to read easily. Lack of excitement and information that makes you "really think".



How to Design a Better Engineering Job Advert

SMFs' ambition is to share the feedback from the engineering students with industry to help improve the quality of job adverts. Asked to conceptualise a better engineering job advertisement than those they disliked, the students put forward these ideas as priorities:

GOAL	<ul style="list-style-type: none"> Communicate the bigger picture: Why should a candidate apply? Where can they go with the company? What difference can they make? The job role must be instantly obvious
IMAGES	<ul style="list-style-type: none"> Original, stunning photo that tells a story about the job (should be inspirational)
STYLE	<ul style="list-style-type: none"> Bold, eye-catching headlines Minimal text White space
CONTENT/MESSAGES	<ul style="list-style-type: none"> Simple, punchy messages Messages that will invoke an emotional response Relatable - talk more about the applicant than the company Pose challenging and interesting questions Specific details on the job being recruited Experience required Salary details Location of job Use active language
TONE OF VOICE	<ul style="list-style-type: none"> Enthusiastic Positive Passionate Sincere Professional yet friendly Fun Informal Wonderment
MANDATORY	<ul style="list-style-type: none"> Topline on the application process Personal email address and phone number (not generic) QR code taking applicant directly to the job on the website Social media for candidate research