**Rules:**

1. Use “you” to help the candidate visualise themselves in the job
2. Avoid demanding language, for example; *must have*.

|  |  |
| --- | --- |
| **Job title**(Make it clear) | Click here to enter text. |
| **What's in it for them?**(Growth, recognition, stability, balance) | Click here to enter text. |
| **Why should they join your team?**(try to foster a sense of belonging / excellence) | Click here to enter text. |
| **What's the Challenge?**(Accountable for, Daily responsibility of) | Click here to enter text. |
| **You may have done…**(In the past you may have completed – Project / Designed / led….) | Click here to enter text. |

1. Make sure it is clear and concise.