

## JOB ADVERTISEMENT HELP SHEET

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You are going to create an advert for a job in NHSScotland to appeal to someone your own age.

### Job Information

- What is the job?
- Why would this NHSScotland job appeal to someone?
- What qualifications, experience and skills are needed for this NHSScotland role?
- What are the main messages you want people to know about this job?

### Think about the format you will use to appeal to young people

- Social media?
- TV?
- Radio?
- Press (newspapers, magazines)?
- Cinema?
- Other – think of other ways to reach young people!

### Think about the approach you'll use to appeal to young people?

- Catchy slogan?
- Humour?
- Serious?
- Formal or informal?
- Facts and statistics?
- Shock tactics?

### What do you want the person to do after they have seen or read your advert?

- apply online?
- fill in an application form?
- send in their CV and/or supporting information?
- ask for more information or do some research of their own?
- sign up to the Twitter, Facebook, Instagram account?