

## Guide: Placing an ad

Once you have your position description, you can draft your advertisement.

### Writing your advertisement

The following are some tips for writing your ad:

- Keep it short and sweet, don't put the full job description in the advert, focus on key areas of responsibility
- Be clear on what skills the applicant needs to have
- Add information promoting what you offer as an employer
- Set out contact information clearly, (who to email the CV to, phone number, website and closing dates)

### You cannot specify

In accordance with the Human Rights Act, you cannot specify any requirement in your advertisement directly related:

- Sex, pregnancy, and birth
- Marital status
- Religious beliefs (or lack of)
- Ethical beliefs
- Colour, race
- Ethnic or nation origins
- Disability
- Age
- Political opinion
- Employment status, i.e. being unemployed or being a recipient of a benefit or ACC
- Family status, including caregiving responsibilities or being in a relationship with, or related to, a particular person
- Sexual orientation

### Online advertising

The most effective way of advertising a role these days is online. The most viewed websites are:

- Trade Me Jobs ([www.trademe.co.nz](http://www.trademe.co.nz))
- SEEK ([www.seek.co.nz](http://www.seek.co.nz))

We recommend you open an account and advertise your role(s) with both. You place your advertisement online and take it off whenever you want. You will receive applications directly via email.

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