

Nelson English Usage

Digital resources for the Australian Curriculum

Résumé bootcamp 1: Writing a job advertisement

Advertising is an important industry, because it helps you to decide what to buy. Companies invest a lot in advertising as it is the best way to make sure that their products and services continue to sell. If not for advertising, there would be no free-to-air television, many of your favourite websites would cost money to use, and newspapers and magazines would be much more expensive to buy. You might find advertising annoying, but advertising helps keep many things that people consider basic aspects of life low-cost or free.

Advertising lives and dies by short, snappy, easy to remember slogans. Size, sound and colour are important, as is interesting and active language with strong verbs. A weak verb like 'is' doesn't have much impact. A verb that is clearer about the meaning of the act is stronger: explode, expand, challenge, dominate, resonate, control, create, demolish, advance.

When writing advertising copy (or copywriting, as it is known), you must consider your audience first. Is your audience made up of laypeople who need basic concepts introduced to them for the first time? If so, how can you explain a product or concept in an enticing way that subtly educates? What you would write would be different if your audience was instead made up of experts. You could use more complicated language about a product or service with less introductory explanation without fear of confusing anyone.

But products and services aren't the only things that get advertised. Companies with vacancies have to advertise a position to fill it. When they do this, they are not just describing the job, they are also describing the company. The idea is to encourage ideal candidates to apply by portraying the company and the vacancy as accurately as possible. Human Resources personnel don't want to be inundated with applications from people who aren't qualified to fill the position, so they need to set out a list of qualifications and experience. They don't want applications from people looking for the wrong type of work, so will say whether the vacancy is part-time, full-time, contract or casual. The idea in advertising is to sell the product. The idea in job advertisements is to sell the job to the right applicants only.

Your task

You are the Human Resources Manager at an Australian video game developer called **Cloak and Dagger Gaming**. Your company is a major competitor with Blizzard Entertainment, the makers of *World of Warcraft* (WoW). Your boss, Madeline Dupin, has decided to advertise a position for a new game developer who will work on a new series of massively multiplayer online role-playing games (MMORPGs), which are inspired by the writings of Edgar Allan Poe.

Although you have been in your role for six months, this is the first time you have worked for a video game developer and so far, you have only helped to hire administrative staff. This new series represents a turning point in your company's history because it relates very little to its past games.

Frankly, you are terrified. You don't even play video games. You have never heard of 'WoW' and you had figured that MMORPG was an acronym for a military-grade weapon. You have no choice: you have to research.

Instructions

- 1 First, you need to find out what a video game developer actually does. Research video game development as a career online. Wikipedia might be helpful, but it should not be your only source.
- 2 List the duties performed by a video game developer as bullet points.

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3 List the URLs you visited for your research.

4 Using your list of bullet points as a start, divide into groups of three or four in class, discuss the duties of a video game developer for 15 minutes and then read the example job advertisement below. Discuss the example.

A rare opportunity exists to join Cloak and Dagger Gaming, a Melbourne-based, leading developer of MMORPG video games.

In this fast-paced, exciting environment you will lead a dynamic, hard working team of designers, developers and writers to create a new PC-based MMORPG series that turns the writings of Edgar Allan Poe into gaming mythology.

You will produce games of exceptional quality and longevity that meet game performance benchmarks and use maintainable, clear, well-tested code.

You will be one of the most creative minds in your field, with an academic background and qualifications in software and video game design. You will have at least three years of experience in the field with a proven ability to deliver high-quality software, games and apps. Experience with modding is also highly desired.

You are a self-starter with excellent mathematical, analytical, coding, multi-tasking and time management skills, and you can lead a team with confidence and a can-do approach.

You are a self-starter with excellent mathematical, analytical, coding, multi-tasking and time management skills, and you can lead a team with confidence and a can-do approach.

You must have superior written English skills, and any prior experience with creative writing, journalism or editing will be highly regarded.

Familiarity with the complete works of Edgar Allan Poe and passion about translating them into amazing gaming plots is a distinct advantage, as is knowledge of Easter egg development.

The position commences in February and is a permanent, full-time role. A company car will be provided and a salary package will be negotiated that is commensurate with experience.

- 5 Using a blank Examining literature template, analyse the example ad as a group.
- 6 It's time to write your job advertisement. Structurally, many job advertisements are written using a title, two or three explanatory sentences as the introduction, a handful of bullet points in the middle, and another explanatory sentence or two at the end. Use the template below to apply this structure. Your job advertisement must be between 200 and 350 words.

Job title or headline

Introductory sentences

List of desired attributes and/or duties performed in the job

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Summary sentences

6 Submit your job advertisement to your teacher for assessment. When you receive feedback, you will begin Résumé bootcamp 2.

Teacher comments