

Advertising for a Nurse

Healthy Practices

APNA has produced a suite of resources to help general practices employ nurses and optimise their role in the general practice setting. Fulfilling these aims will help build Healthy Practices that deliver positive outcomes for their communities through nursing skills and expertise.

Attracting the right person

To attract the right applicants, your recruitment advertisement must be attractive and interesting. Expand on the benefits of working at your practice and always use positive language. Call to action with compelling copy that expresses excitement and passion.

Avoid stereotyping, using discriminatory language, or placing any discriminatory requirements (for example, 'General practice nurse, female, 30–35 years of age') in your advertisement. If a certain age or gender is an essential requirement, then you should specify the reasons. A guide to Australia's anti-discrimination laws is available on the Australian Human Rights Commission website at: humanrights.gov.au

As well as presenting key information, a good advertisement will be eye-catching.

Writing the job advertisement

The information you include in your advertisement is likely to determine the number and quality of applicants. Providing specific details about the position will indicate that your practice is prepared for recruitment.

Write your job advertisement in a way that makes job seekers want to apply, while also including some of the following key information:

- position title and level, if applicable
- location of the general practice
- structure of the practice team
- employment hours
- selection criteria
- contact details for further information or for a copy of the position description
- closing date for applications.

Placing the advertisement

To attract the best candidate for the position, advertise as widely as possible within budget and use a variety of channels:

- Websites: adzuna.com.au (previously mycareer.com.au) and seek.com are popular job boards. Nursing-specific sites include nursingjobs.com.au and the Australian Primary Health Care Nurses Association (APNA) recruitment site primaryhealthcarenurses.com.au.
- Newspapers: many nurses seeking positions refer to the major weekend and local papers. There may be a section reserved for health recruitment.

It is recommended that you document all advertising channels to keep track of applications.

Be cautious of companies requesting remuneration in return for recruiting the same applicants you would attract from commercial sites.

www.apna.asn.au www.healthypractices.apna.asn.au

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APNA acknowledges and thanks the Australian Medicare Local Alliance for use of this material.

This resource is funded by the Australian Government Department of Health.