



**SPEAKERS**  
for schools

Ready to make  
your **sign-ups** soar?



**Let's take ad-writing  
to another level!**

**OPPORTUNITIES  
WRITING GUIDE**

## Important things to remember before you start:

### 1. Will your advert appeal to young people?

14-19-year-olds are a notoriously hard-to-engage demographic with super-short attention spans. They spend 3+ hours of every day online, expect instant gratification and may know nothing about your company. So, keep it short and give them a great reason to click apply.

### 2. What's the location and where can people apply from?

The location of any in-person placements will be displayed on the advert tile on our website. However, it's a must to include more detailed information in your advert text to highlight where students can apply from. Include this right at the top in bold text. Here's some examples:

- ▶ *This opportunity is open to students UK-wide.*
- ▶ *This opportunity is open to applications from students based in London, Sussex and Kent only.*
- ▶ *We can only accept applications from students within a 20-mile radius from the opportunity location.*

### 3. Have you added the disclaimer?

All opportunity adverts will need to end by including the below text:

- ▶ *Please note: Application deadlines may be brought forward if we receive high volumes of applications; therefore, we encourage students to apply as soon as possible to avoid disappointment.*

### 4. Are there any specific age groups?

For opportunities open to specific age groups, it's a must to add the age range into the title, and in the body of the advert itself:

- ▶ *3-day VML Open Day – Experience the world of Marketing & Advertising (Open to 18-19-year-olds only)*
- ▶ *This opportunity is open to students aged 18 to 19 years old only, UK-wide.*

## Follow our 3-steps to ad-success!

1

Start by writing a killer description

2

Come up with a knockout title

3

Do a quick clarity check



1

# Start by writing a killer description

To give you a clearer idea of the key selling points!

## How long should your ad description be?

Aim for 12 sentences or about half a page of standard text. Think **quality** not quantity. You are aiming for 'the sweet spot' where you include enough detail to engage a young person, but not so much that they are put off.

To help you stay on track, try to keep these 3 things in mind:

- Keep the tone friendly
- Keep the copy short
- Keep the structure simple

## What is the best way to structure your ad?

### Stick to our 3 Cs formula

that divides your ad into 3 clear sections, so you cover all the bases and keep young people engaged.

## 3 Cs formula

### Section 1: Connect

The hook in 1-2 sentences. Why is this relevant to a young person? Grab their attention with a question or statement.

+

### Section 2: Context

Help their understanding in 2-3 sentences. Who's offering the opportunity? How does your company answer 'the hook'?

+

### Section 3: Content

Outline the key activities and sell the benefits. What will the young person gain by taking part? Use up to 6 bullet points.

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# The description sweet spot

2

# Come up with a knockout title

That really sells your opportunity to young people!

To help you on your way, keep these 3 things in mind:

- Remember the title is the first and potentially the only thing a young person will read
- Think punchy headline – aim for no more than 8 words
- Any brand that young people don't recognize instantly won't register on their radar which means your title will need to work even harder!

How do you know it will hit the mark?

Is it catchy?



Is it clear?



Is it compelling?



## REMEMBER!

Your title **DOES NOT** need to include the company name or any logistical information, as this will be displayed automatically as part of your advert.

## Putting the steps into practice:

### Caring Careers: End-Of-Life Nursing (Open to 18-19-year-olds only)

Do you have what it takes to make patients feel cared for even in their final moments?

This exciting opportunity is open to students aged 18 to 19 years old only, UK-wide!

Death is an inevitable part of life and making sure our patients are treated to the highest standards of compassionate and professional healthcare right up until they pass is a job that not everyone is cut out for.

Nurses represent a critical part of the NHS workforce and there is a high demand for young people to join the profession across all the different fields of nursing, including End-of-Life nursing. In honour of National Grief awareness week, we will be taking a more in-depth look into Community Nursing.

Join us for a special **Virtual Insight Day** where you can:

- Meet nurses already working in this field
- Hear more about this particular specialism
- Take part in live, interactive activities with NHS England
  - Learn what key skills are needed in the workplace
  - Find out how you can get started in a nursing career

If you'd like to make a real difference to our patients and their families, this could be the ideal role for you!

Please note: Application deadlines may be brought forward if we receive high volumes of applications; therefore, we encourage students to apply as soon as possible to avoid disappointment.

#### Title

An example including the age group

#### 1: Connect

Engaging question and specific application details, ensuring the location and application ages are clearly listed

#### 2: Context

Introducing the employer and establishing their relevance to the opening question

#### 3: Content

What the opportunity covers in up to 6 bullet points

#### 4. Closing statement

Including the discloser disclaimer

3

# Do a quick clarity check

And then you're  
good to go!

Before you hit publish, re-read your ad with your 'young person hat' on and check for clarity in these 4 areas:

- Does the ad have an obvious hook?
- Does it position your brand clearly – even to a novice?
- Are the benefits of taking part easy to understand?
- Is your title going to drive up interest?

If the answer is YES,  
you'll reach ad-success!

