Creating a script for your video job ad will help you define what you want to share with candidates and organize the information in a way that is easy to follow. Put the following best practices in place and read on to learn how you can create an outline and write your own script. We also have sample scripts on page 4 for inspiration.

**Start with an outline.**
Make a list of everything you want to cover and organize it so your delivery will be clear and easy to follow. This will also ensure that you don't leave anything important out of your script. Take the influence factors (on right) into consideration.

**Tell candidates what’s in it for them.**
Try to take the focus away from the job responsibilities (what you'll get from them) and appeal to their interests by highlighting what they will get out of working for you. Put yourself in the candidate's shoes and think about what would motivate them to apply. Cover benefits, company perks, how this role will make an impact, etc.

**Be honest.**
Will this person be expected to work nights and weekends? Travel 75% of the year? Even if it's not glamorous, be transparent. That way you'll know that candidates who express interest are really up for the challenge. And on the other hand, don't over-embellish either. Set reasonable expectations so candidates have a clear understanding of your offering.

**Make it more than the job ad.**
Video is an amazing medium. It can communicate so much more than a text-based job description. So, plan on covering things that are unique to your company, like culture, work environment or team atmosphere, and complement these additions with images or video clips.

**Incorporate your employer brand.**
Tell candidates what you are known for as an employer. If you don’t have a positioning statement, think of something that makes you stand out from the competition. Outstanding growth opportunities, award winning product team, careers with a social impact, an eco-friendly mindset – this is an opportunity to promote who you are as an employer.

**Add a call to action.**
Tell candidates exactly what you want them to do. Ask them to review the job requirements and responsibilities and apply. If the requisition is time-sensitive, make sure viewers are aware to encourage prompt responses.

**Watch the clock.**
When you are writing your script, 150 words will result in about 1 minute of video. Most video job ads range from 1-3 minutes, so it's important to use this time wisely. Stay on topic and keep it relevant.
Develop Your Outline

Whether you’re recruiting for your company, or for a client, your job ad can cover a range of topics. Just make sure to focus on things that will appeal to your target candidates and entice them to apply. Consider the following topics for your script outline and check the boxes next to the questions you want to address.

Position Details
☐ Can you summarize the responsibilities?
☐ How does this position impact the company?
☐ What sets your top performer apart from your average incumbent? Why?
☐ Is it necessary for candidates to have industry experience for this role? Why or why not?
☐ What projects will the successful candidate currently be working on?
☐ What type of project should a top candidate have direct experience with?
☐ What about this position would compel top candidates to consider it?
☐ What makes this role interesting?

Personality/Culture/Behavior
☐ How would you describe the company culture?
☐ What are the “must-have” candidate qualities?
☐ What are the “like to have” candidate qualities?
☐ Which personality traits have worked out in the past?
☐ How important are interpersonal skills?

Team/Career Path
☐ What’s the size/structure of your current team and who will your new hire report to?
☐ Can you describe the team culture?
☐ Will your new hire have any direct reports?
☐ What does the career path for this role look like?

Company/Organization
☐ What problems will this role solve?
☐ What opportunities are you aiming to capitalize on?
☐ What is the relationship this role has to other lines of business within the organization?
☐ How would you measure the success of a person in this position?
☐ What are the top three contributions this new hire will make within their first 90 days?
☐ How does this role contribute toward the organization’s strategic goals?

Salary/Benefits/Perks
☐ What’s the salary range for this position?
☐ What benefits or perks are offered?
☐ Why would I like going into the office every day?
☐ What’s the working schedule for this position?

Hiring Process/Timing
☐ Is there urgency associated with this position?
☐ Who is involved in your hiring process?
☐ When do you ideally want your new hire to start?
☐ What will the interview process look like for this role?

Don’t forget to crowdsource!
Ask your current employees why they decided to work at your company and note them in the spaces on the right. Use their responses to shape your script.

☐ ________________________________
☐ ________________________________
☐ ________________________________
☐ ________________________________
Craft Your Script

Once you’ve built your outline, it’s time to put it all together into a script. The tips below will help you get everything down on paper and ready for the spotlight.

Keep writer’s block at bay:
If you have trouble getting started, pretend you’re talking to a prospective candidate about the position. Talk aloud and you’ll soon hear the words you’ll want to jot down for your script.

This tactic is also a great way to ensure your script has a conversational tone.

Add a splash of color wherever you can:
Adding colorful adjectives and descriptive phrases expresses more excitement, and will intrigue your viewers.

“You will be working with innovative technicians, our most experienced product experts, and marketing gurus who live for product launches.”

Switch gears with simple transitions:
Change the subject effortlessly with the help of transitions. Try placing these statements in between topics.

“If that sounds good to you, wait until you hear about...”

“Now, here’s something else to consider...”

“Let’s switch gears and get into...”

First, order your info.
The structure of your script can vary depending on what you want to cover, but here’s an order to consider:

1. Introduce yourself/your title
2. Introduce the position
3. What’s in it for them?
4. Who are you looking for
5. Compelling information about your company
6. Sign off & call to action

Then, set the tone.
Align your script with your company’s communication style by choosing words and phrases carefully. Is it formal and professional? Relaxed and casual? Or somewhere in between? See how you can switch up the tone in the examples below.

Relaxed/Casual
“What’s up everyone? I’m Rich Doyle, a TechWork Systems recruiter here in the big, beautiful city of Boston. I’m looking for a Sales Associate who would like the opportunity to report directly to the top Sales Manager in the entire organization. I know! This is BIG! She is actually one of my favorite people to work with here, so I know you’re going to LOVE her..."

Formal/Professional
“Hi, I’m Rich Doyle a recruiter at TechWork Systems. I’m in the process of filling a Sales Associate position that reports to one of our elite Sales Managers in our Boston office. When you work with the best, you learn from the best...”

Somewhere in between
“Hey there! This is Rich Doyle coming to you from the big city of Boston with a great opportunity at TechWork Systems. I’m a recruiter looking to fill a Sales Associate role with a bunch of perks including the opportunity to report to our top Sales Manager. Everyone loves working with her, and just think how great it would be to learn from the very best in the field...”
Need a little inspiration? Check out the examples below to see how you can craft a script that will engage your target candidates and entice them to apply.

**Entry-Level Script**
Hey there, I’m Janice Willard and I’m so glad I caught you because I really want to show you why Proof Financial is a fantastic place to start your career. Our Financial-Advisors-in-Training start off in an intense program that will not only make sure you’ll sail through your certifications, we’ll give you the tools you need to really find success within this dynamic and exciting industry.

If you want a success story – you’re looking at one. I’ve been a part of this team since 1998 and once I joined I never looked back. I worked hard, but the resources here really gave me a leg up in the industry. So, if you’re looking to get into the financial industry, have a go-getter mentality, and would enjoy a boatload of perks including comprehensive benefits, free parking, free-lunch Fridays and more, take a look at the qualifications below and contact me if you think this opportunity is a match for you.

**Management Level Script**
Hi, I’m John Gibson and I’m really excited to tell you about this Senior Project Manager position at Acme Company. We’ve been in business for over 50 years and we continue to find new growth opportunities that will take our company to the next level. That’s why we’re creating a whole new division that focuses on a completely new customer base. Now it’s time to get a team together to put our plans into action. This Senior Project Manager will oversee a team of five and have experience building new ventures from the ground up. You should also be comfortable with everything from working timelines, sourcing vendors, getting contracts submitted and driving a multi-million dollar venture through to its completion.

Acme Company offers excellent benefits, stock options, quarterly bonuses and lots of other perks to keep our employees motivated and excited to come in every day. I hope you’ll take a look at all of the requirements in the job details, and apply if this will be a good fit for your skills and experience. Thanks for watching!

**Urgent Requisition Script**
I’m Kevin Russell, VP of Learning Labs USA and we are looking for two Production Assistants. We just launched a new product that is really taking off and we need to get these openings filled fast. So please check out the job details and apply today!

In case you want to know a little bit more about what we do here, we have been creating educational tools for teachers, parents and children for over 30 years, and most of our staff has been with us for well over 10 years. We have a great group of people here, a clean and efficient environment, and the flexible schedules are pretty nice, too.

As you can see, (pan to production floor) we’ve got a great facility here and production is going at full tilt, so take a look at the job description and apply to get your resume in to me as soon as possible. I look forward to hearing from you.

**Bulleted Notes Format: For on-screen notes**
• Introduction

• Cover position highlights:
  • Sales Manager with 5+ yrs. exp.
  • 20% commission to start
  • 5% increase in sales year-over-year
  • Growth opportunity

• Why it’s the best place to work:
  • Top auto dealer in the state
  • Most of staff has been here for 5+ years
  • Flexible hours
  • Positive environment
  • Sales incentive program/Sales recognition

• Ask viewers to apply
  • We’ll get back to you within 48 hours
  • Looking to fill the role by the end of the month

View more examples on the next page.
**Staffing: Company Confidential**

Hi there. My name is Julie Parker with Ridgemont Staffing and I’m here to tell you about an exciting opportunity with my client’s Boston office. They are searching for a Help Desk Support Specialist who has 5 years’ experience resolving technical hardware and software issues for both Mac and PC platforms.

Check out the job ad below for all of the specifics, but I just want to let you know that I’ve been working with this client for about 6 years now and I’ve gotten to know the company culture and work environment pretty well. The people are upbeat, it’s located in a beautiful eco-friendly office space right off the highway and it’s within walking distance to some of the best restaurants in town, FYI.

Now, if you’re thinking of commuting on the train, this company will give you a 50% discount on your T-passes, plus they also have one of the better benefits packages I’ve seen in a while. If you’re up for a new opportunity, all you need to do is take a look at the job description below and apply if you think this will be a good fit. I look forward to hearing from you.

**Staffing: Collaborate with Hiring Manager**

Hello, my name is Rick Cooper and I am a Recruiter with StaffingPros. I’m so glad you clicked to view this video because you are about to hear from the actual hiring manager for this position. She’s an award winning Creative Director, and from what I hear an incredible talent to work with. Karen – take it away!

[Video inserted into Timeline: Hiring manager seated in a creative space]

Hi, I’m Karen Johnson, Creative Director at Simon’s Group. You might know me from a few of my national campaigns with Snapple, Nike and Apple. It’s been a blast and I’m so excited to bring in a Graphic Designer for a new big account. We have 7 designers, 4 copywriters and a lot of work to complete before launch. We are looking for someone a little edgy who has experience with print catalogs, email campaigns and site design. It’s a tall order, but we know you’re out there. Take a look at the job description, everything we have to offer and apply today. Thanks for watching and I look forward to meeting you.

I think it would be pretty cool to work for her. So check out the job description below and apply if this would be a great fit for you. Thanks, bye!

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**2-Person Video: Multiple Positions**

**Paula:** Hi, I’m Paula Diggs

**Marc:** And I’m Marc Robinson and we are coming to you from Valley Health Center. I’m happy to share that we are expanding our Radiology department to continue to bring quality patient care to our community.

**Paula:** That means we have a few openings and we wanted to personally tell you what we think the top 3 reasons Valley Health Center is the best place to bring your talents.

**Marc:** First, there’s a camaraderie here unlike any other workplace. The management is helpful, completely dedicated to our hard-working staff, and they are 100% focused on keeping our standing as the top medical facility in the area.

**Paula:** Secondly, we are incredibly competitive; offering best-in-class benefits as well as sign-on bonuses, and other benefits like tuition reimbursement and mentorship programs.

**Marc:** And the third reason is because you will be hard pressed to find another group of people who are as committed to compassionate, quality healthcare as we are. Just this year we received the Miller Award for Outstanding Care, and we were also recognized by HealthCare Magazine’s “Health Heroes.”

**Paula:** Now that you know what we’re all about, check out the job ad below to see if this opportunity would be a good fit for you. We’d love for you to apply and we hope to hear from you soon!

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**Get comfortable.**

A strong, confident presence will help deliver a more compelling message. The more time you spend in front of the camera, the more comfortable you’ll be. Practice with the Monster Studios teleprompter until it sounds conversational.

Also, scripts are a fantastic tool, but leaving room for spontaneity and authentic input will help ward off a robotic tone. For more recording tips, check out the Monster Studios Quick Start Guide.