



possible uses of AI in recruiting

example: generating and optimizing job advertisements

Generative AI can provide valuable support in the creation of job advertisements. Based on a few specifications such as job title, specific requirements, desired qualifications and areas of responsibility, which are summarized in a prompt, the AI creates an initial draft in a very short time. By analyzing millions of job postings and their success, AI-powered software can identify optimal wording and keywords that will attract the attention of the best candidates. This leads to more precise and appealing job advertisements that attract the right talent.

Likewise, existing job advertisements – whether written by HR or generated by an AI – can be optimized in just a few seconds with the help of AI, for example with regard to the following aspects:

- **Target group orientation:** AI helps to formulate job titles and texts in such a way that they are understood and found by the desired target group.
- **Linguistic adaptation:** You can choose tonality, form of address (formal/informal) and inclusive spelling.
- **Structure:** If requested, the AI can organize the job advertisement into sections such as "About us", "Tasks", "Profile" and "What we offer" or formulate it as continuous text.
- **Length optimization:** AI can bring texts to the optimum length.

The publication of job advertisements on suitable job boards can also be automated using AI or corresponding software with integrated **job posting management**.

your prompt could look like this:

Create a job advertisement for the position [position title] at [company name]. You can find information about the company here: [Website]*. The position is located in [location]. The tasks include [description of tasks]. The requirements are [description of requirements]. The benefits include [description of benefits]. Applications can be submitted by [deadline] by e-mail to [e-mail address]. Write the ad as continuous text in a casual, friendly tone.

* Note: Not every algorithm can read information behind URLs. Alternatively, the text to be processed can be copied into the prompt.

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