

Vacancy Readiness Checklist

Are you ready to advertise? Tick every box before you hit "post".

If you can't tick a box, that's your to-do list and it's far cheaper to fix it now than after the advert is live.

1. The Case for the Role

- ☐ We know *why* this role exists – what problem it solves or what it will deliver
- ☐ We've considered whether the work could be redistributed, automated or covered another way
- ☐ Budget for the role is approved (salary, employer costs and any recruitment fees)
- ☐ We know whether this is a replacement, a new role, or a restructure

2. Role Clarity

- ☐ We have a current job description – not last one from five years ago
- ☐ We can describe the top 3–5 outcomes this person must achieve in their first year
- ☐ We know who the role reports to and who (if anyone) reports to it
- ☐ We've spoken to the current post-holder, their manager or their team about what the job really involves

3. The Right Person

- ☐ Our "must-haves" are genuinely essential (and no more than 5–6)
- ☐ Our "nice-to-haves" are clearly separate – and we're open to training or developing them
- ☐ We've considered the behaviours and values that make someone succeed in our team, not just their CV
- ☐ We've checked that our requirements aren't unintentionally excluding good candidates

4. Pay, Package and Position

- ☐ We've benchmarked the salary against the current local market
- ☐ We're ready to show the salary range in the advert
- ☐ We can clearly explain benefits, working pattern, location and flexibility
- ☐ We know what makes us a compelling employer – and can say it in two sentences

5. Process and People

- ☐ One person owns the process and is the candidate's main contact
- ☐ Interviewers are named, briefed and have diary availability
- ☐ Our interview stages and decision timeline are agreed (and kept short)
- ☐ We have structured interview questions and a fair way to score candidates
- ☐ We know how quickly we can make an offer – good candidates won't wait

6. Advert and Attraction

- ☐ The job title is one candidates actually search for
- ☐ The advert leads with what's in it for the candidate, not just a list of duties
- ☐ It's honest, clear and free of jargon
- ☐ We know where we'll advertise and who might be reached through networks or direct approach
- ☐ We've planned how we'll respond to applicants quickly and courteously

7. Before You Go Live – Your Score

Count your ticks (28 in total):

24–28: Ready to go. Advertise with confidence.

16–23: Nearly there. Tidy up the gaps first – a few days' prep could save weeks of recruiting.

15 or fewer: Pause. Advertising now risks attracting the wrong people, losing the right ones, or starting again in six months.