

Your job offer in 60 seconds

A written posting describes a role. A video shows it. Sixty seconds filmed on a phone say more than a full page of text.

□ How to use it

- 1 Fill in the four blocks, then hand the sheet to the person who will speak.
- 2 They read it once, then improvise in their own words. A scripted video sounds like an ad.
- 3 One take is enough. You're after credibility, not a TV production.
- 4 Publish the video directly on your posting in the HR Portal.

□ Who should speak

The direct supervisor — or better still, someone who already holds the role.

Avoid senior management and HR. A future co-worker is more convincing than an org chart — that's who the candidate wants to see.

□ The timed script

Fill each block in note form — cues, not a script to recite.

0 - 10 s

WHO'S SPEAKING, AND WHICH ROLE

First name, role on the team, title of the job offered. Straight to it, no company preamble.

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10 - 30 s

THE REAL DAY-TO-DAY OF THE JOB

A typical day, described concretely. Film on site if you can: the floor, the shop, the kitchen, the team at work. This is the block that makes the difference.

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30 - 45 s

WHAT YOU OFFER

Verifiable details: schedule, pay range, team size, paid training, parking, equipment provided. No adjectives — "a dynamic team" means nothing to anyone.

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45 - 60 s

THE CALL TO ACTION

How to apply, and how quickly you reply. A stated — and respected — timeline is your best employer-brand argument.

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☐ **A filled-in example — retail**

Neighbourhood hardware store, sales-advisor role.

0 - 10 s

"Hi, I'm Julie, I've run the floor here for six years. We're looking for a sales advisor for the paint aisle."

10 - 30 s

"A day here starts with restocking, then it's advice all day: someone walks in with a photo of their living room and leaves with the right product. There are four of us on the floor, we help each other, nobody is ever left stuck with a question."

30 - 45 s

"It's a daytime role, Monday to Friday, every other Saturday. Between 21 and 24 dollars an hour depending on experience. Product training is paid, and the employee discount is 20%."

45 - 60 s

"If you're interested, apply directly on Joblinks. I review the applications myself and reply to everyone within three days."

☐ **Two sector variations**

Same structure, same timing — only the 10 - 30 s block really changes in nature.

Restaurant — line cook role

10 – 30 s: "The lunch service is 90 covers in two hours. Everyone has their station, we talk a lot, and by 2 p.m. it's done — we clean up and eat together. The menu changes with the seasons, so you never do the same thing for six months straight."

30 – 45 s: schedule (evenings? weekends? number of shifts), hourly rate, tips shared or not, meal provided, uniform.

Manufacturing — machine operator role

10 – 30 s: "You run a press, do your quality checks every hour and log your data. It's standing work, in a noisy environment — we provide the protection. For the first month you're paired with an experienced operator; nobody is thrown onto a machine alone."

30 – 45 s: shift and rotation, evening or night premium, benefits, protective equipment provided, in-house training options.

☐ Filming checklist

- ☐ Vertical format, 30 to 60 seconds maximum.
- ☐ Always add subtitles: a good share of your audience watches without sound.
- ☐ At least one shot of the real work environment.
- ☐ No music under the voice. We want to hear the person.
- ☐ Phone stabilised, light on the face, no backlight.

☐ Two precautions before publishing

Image rights

Anyone recognisable in the video must have given their consent, including employees in the background and customers. A brief written agreement is worth more than a verbal one.

What must not appear in your message

Age, sex, origin, mother tongue, family status, religion, disability, appearance — neither as a criterion nor as a hint ("a young team", "someone with no family obligations"). Stick to requirements genuinely tied to the job's tasks.

Disclaimer — This template is provided for information only and does not constitute legal advice. Validate your posting practices with a qualified resource.

Ready to film?

Publish your video directly on your posting, in the HR Portal.

[Open the HR Portal →](#)