

# Unit 5 – Human resource management in business

## Motivators in Job Advert

### Instructions and answers for Teachers

These instructions should accompany the OCR resource 'Motivators in Job Adverts' which supports the OCR Level 3 Cambridge Technical Certificate in Business Unit 5 – Human resource management in business.



**Associated Files:**  
Motivators in Job Adverts

**Expected Duration:**  
Task – approx. 15 minutes

### Learner instructions:

Look at the following job advertisements. Your task is to identify the different types of financial and non-financial motivators in each advert that businesses use as incentives for potential employees. Compare your findings with your group and explain why you have put them in each category. Your views may differ from others.



This activity offers an opportunity for English skills development.

## LESSON Elements

The building blocks you need to construct informative and engaging lessons

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**Wanted** Store Manager for a busy High Street shop.

You will have experience of dealing with teams of staff and be able to delegate tasks when appropriate. You will motivate and inspire staff and create a real team spirit for the good of the organisation. Flexible working will be considered as well as a competitive salary, company car, private pension, TOIL, and sales targets rewards.

Email your interest with CV and letter of application to [wood@thehighstreet.co.uk](mailto:wood@thehighstreet.co.uk) by 3rd November.

- Financial motivators:
- Competitive salary
  - Company car
  - Private pension
  - Sales target rewards
- Non-financial motivators:
- Flexible working
  - TOIL (Time off in lieu)

**LEAFLET DELIVERERS**

Earn extra cash quickly, door to door local to you on a full/part time, temporary basis.  
 Good rates of pay and paid weekly.  
 Tel: 07954 382759

- Financial motivators:
- Earn cash quickly
  - Paid weekly
  - Good pay
- Non-financial motivators:
- Local work
  - Flexible working

**STOP!**

Part time workers needed with full time money! Very flexible hours to suit your life. Interested? Call Jill on: 0865 487543

**STOP!**

- Financial motivators:
- Good money
- Non-financial motivators:
- Flexible working



## School Nurse Required

Qualified school nurse needed for a rural Secondary aged boarding school . Term time only contract with school hours. Flexibility to work more hours if required would be an advantage.

Competitive Salary, private pension and meals provided on site. For an application pack please call: 01876 275600

Closing date: 8th July

Financial motivators:

Competitive salary  
Pension

Non-financial motivators:

Term time  
Flexible hours  
Meals

## *Communications Manager required at Old College*

37.5 hours a week, semester time only, home and college based. You will lead communications in this large college and work closely with members of the management team implementing day to day communication strategies. You will be required to maintain and update key areas of the website. If you would like to find out more about this new and exciting role then access the college web site for an application pack on

[www.oldcollegecomsrole.com](http://www.oldcollegecomsrole.com)

Closing date: 4th April

Financial motivators:

Non-financial motivators:

Term time  
Flexible location

## Experienced Publisher

Do you have the ability to work to tight deadlines, under pressure but enjoy the flexibility of working from home? You will require the ability to relate well to people at all levels and have excellent ICT and Communication skills. Competitive salary, 35 hours per week, mileage allowance when required as well as bonuses.

For an application pack email: [EP@publishing.co.uk](mailto:EP@publishing.co.uk)

Financial motivators:

Competitive salary  
Mileage allowance  
Bonus

Non-financial motivators:

Flexible working

