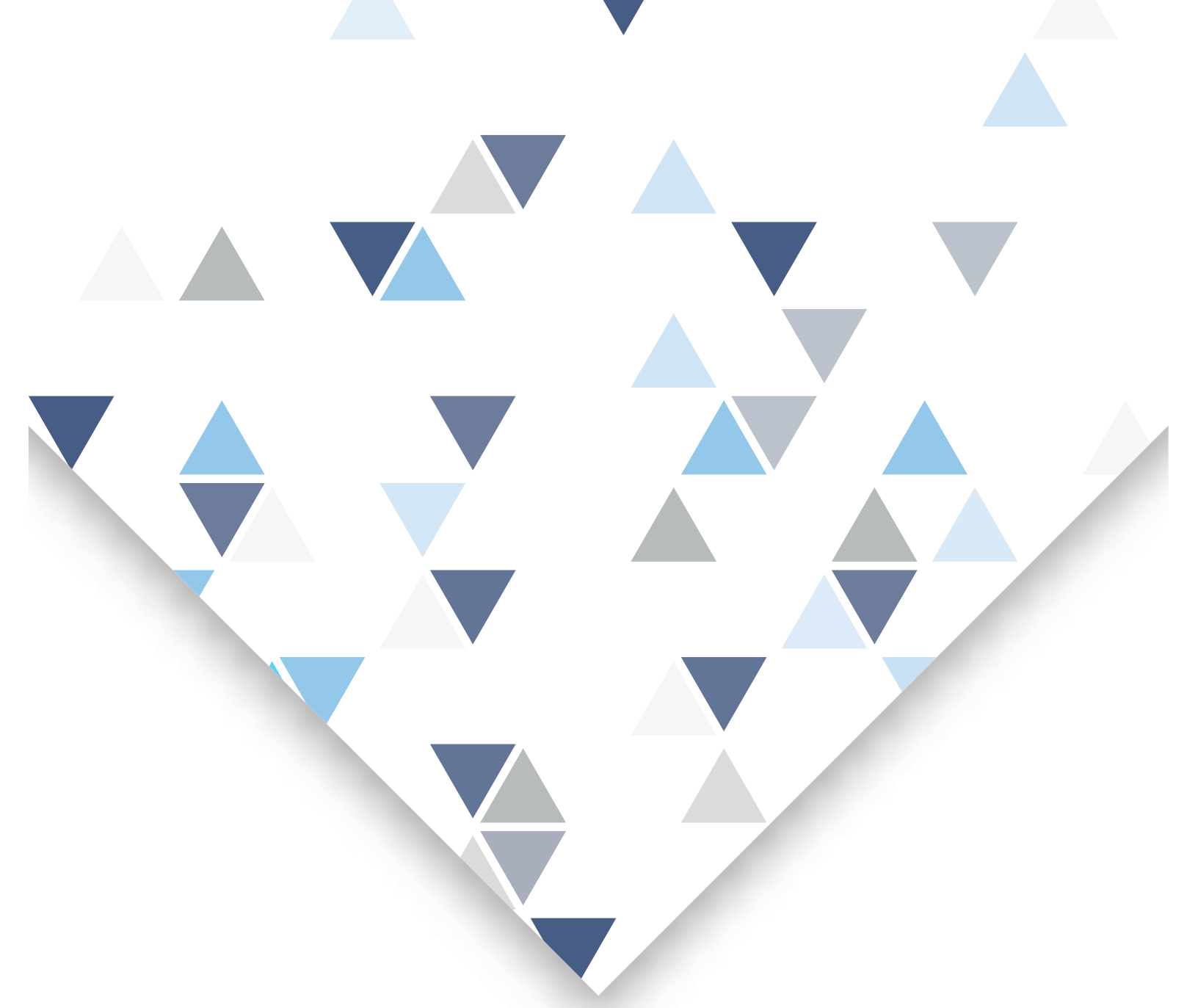




ONTARIO DENTAL ASSOCIATION'S

Job & Ad Board Writing Guide



July 2026

An ad is often the first touchpoint someone has with you and shapes their first impression of you and/or your practice. Finding the right person to hire, partner with, take over your practice or work with means having the right ad. But it's not just about putting your best foot forward and showing how desirable an opportunity is. There are also rules, regulations and best practices around what you can and cannot (and should and should not) say in your ad.

Writing a good ad can be challenging, and we're here to help. This Job & Ad Board Writing Guide will assist you in composing a high-quality ad that is compliant and effective, to help you attract the right candidates.

Take Note!

We've expanded the Job & Ad Board to make it easy for you to build or expand your team, find positions and buy or sell your practice or dental equipment. This member benefit is open to the public, which means that all content you provide to us on the ad submission form, unless specified otherwise, will be visible to everyone who visits the website.

This visibility makes it critical that your ads comply with professional regulations and legislation. Make sure the information you post — or information that is posted on your behalf by your staff — is accurate and compliant. This not only protects your reputation but also that of the ODA and the profession.

First, Know the Rules

The Royal College of Dental Surgeons of Ontario's (RCDSO) [Practice Advisory: Professional Advertising](#) sets out your legal and professional responsibilities when it comes to professional advertising. According to the RCDSO, advertisements by dentists should not "demean the integrity and dignity of the profession." This includes any ad posted on the ODA's Job & Ad Board. Here are some highlights that apply. Please review the [full Practice Advisory](#) for details on the *Dentistry Act, 1997* and its regulations.

- Ensure that you personally control all printed and/or electronic material about your practice that is made available to the public.
- Do not include in your advertisement materials anything that would be considered by the RCDSO to be in violation of the advertising regulations. This includes using:
 - Statements that are unclear, untrue, or misleading
 - Statements that are indicative of superiority or uniqueness over other practices (see [Be compliant](#) for more clarification)
 - References to your continuing education, or membership or positions at the RCDSO or in societies, associations, academies or similar institutions
 - References to any degrees or diplomas other than those relating to the degrees or diplomas required for you to obtain a certificate of registration from the RCDSO
 - Superlative or comparative terms, such as "state of the art," "cutting edge" or any other words or phrases to suggest a higher quality in relation to services, equipment, technology or products used, or persons providing the services
- If your advertisement makes any reference to an area of dental practice, a dental procedure or treatment (e.g., you are advertising your services as an available Associate or Locum), you must clearly disclose whether you are registered with the RCDSO as a general practitioner or a specialist and, if as a specialist, in which specialty.

The [Ontario Human Rights Code](#) (the Code) prohibits discrimination in employment, including in job advertisements and the hiring process, on the basis of several protected grounds.

The [Ontario Human Rights Commission](#) provides guidance on complying with Code obligations in the advertising and hiring process. Job postings and advertisements should not contain statements, qualifications, or references that relate, either directly or indirectly, to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex (including pregnancy and breast feeding), sexual orientation, gender identity, gender expression, record of offences, age, marital status, family status or disability.

Failing to comply with the Code can leave you open to claims of discrimination and the possibility of a hearing before the Human Rights Tribunal of Ontario.

New Employment Standards Act requirements for 2026

As of January 1, 2026, Ontario employers with 25 or more employees who post publicly advertised job postings have additional obligations under the *Employment Standards Act, 2000* (ESA). These requirements apply to external postings advertised to the general public for work to be performed in Ontario, subject to certain exceptions. In addition to complying with the Ontario Human Rights Code and professional advertising rules, employers should make sure their public job postings and related application forms meet these ESA requirements.

- Include the expected compensation or compensation range in the posting. If you use a range, it must not exceed **\$50,000**. This requirement does not apply where the expected compensation exceeds **\$200,000** annually, or where the upper end of the range exceeds **\$200,000**.
- State whether artificial intelligence (AI) is used to screen, assess or select applicants for the position.
- State whether the posting is for an **existing vacancy**.
- Do **not** include requirements related to **Canadian experience** in the posting or in any associated application form.
- If you interview an applicant for a publicly advertised job posting, tell the applicant whether a hiring decision has been made within **45 days** after their last interview.
- Keep copies of publicly advertised job postings and associated application forms for **three years** after the posting is removed from public access. Keep records relating to interview-decision notices for **three years** after the notice is provided.

In practical terms, if you are posting a job ad on the ODA Job & Ad Board and it is a public posting that falls within the ESA rules, build these items into the ad or submission process from the start. For example, include a compensation figure or range, add a short AI disclosure if applicable, and confirm whether the posting is for an existing vacancy. You should also review any application questions to ensure they do not ask for Canadian experience.

How to comply

A compliant ad will:

- ✓ Use non-discriminatory wording to describe the job.
- ✓ Clearly explain essential duties of the job and the skills, knowledge, education, and/or experience required.
- ✓ Use neutral language wherever possible.
- ✓ Advise applicants that you are an equal opportunity employer and that accommodation will be provided during the hiring process, if required.

Here are some general tips of what to include and what to avoid in your ad. If you are unsure, you should seek legal advice to ensure that your ad complies with the Code.

- Avoid requiring applicants to have **“Canadian experience”** to be eligible for a job. This may be discriminatory in that it creates barriers for newcomers to Canada in finding jobs that match their education, skills and experience.

USE: “At least two (2) years of experience in periodontics is required.”

NOT: “The successful candidate must have at least two years of experience working in Canada.”

- Similarly, although you can require that an applicant be licensed to practice in Ontario, requiring a candidate to be a graduate of a Canadian dental school may discriminate against individuals who obtained their education elsewhere. An applicant who has obtained a BDS/DDS/DMD from a non-accredited dental program¹ and has successfully completed the National Dental Examining Board of Canada (NDEB) Equivalency Process is confirmed to have met the national standard for dentists in Canada and is capable and competent of practising dentistry in Canada.

USE: You are licensed to practice as a dentist in Ontario.

NOT: Candidate must be a graduate of an accredited dental school in North America.

¹ The NDEB defines a non-accredited dental program as a dental degree program from a university that is authorized by the government of the country in which it is located.

- A job that requires a certain level of fluency in English or another language may be discriminatory if these are not bona fide requirements for performing the job (e.g., reasonably necessary to do the job). If fluency in a particular language is a legitimate requirement for the position, focus on the language skills and not on place of origin, ancestry, ethnic origin or race.

USE: “We are looking for someone who is fluent in English and French.”

USE: “You have strong verbal and written communication skills.”

USE: “Fluency in Cantonese is an asset.” or “I am fluent in Farsi.”

USE: “Bilingualism in French and English is an asset.”

NOT: “English must be your first language.”

NOT: “Unaccented English speakers only.”

NOT: “Chinese dentist wanted.”

- Use **gender-neutral language**. Avoid stereotypes. Review and update your language before you post the ad.

USE: “Dentist Wanted” or “Endodontist Available”

NOT: “Female Dentist Wanted” or “Female Dentist Available”

USE: “As an office manager, you will apply your leadership skills to manage the administrative operations of two dental practices.”

NOT: “We want an office manager who can bring her organizational skills to the table.”

- Do not assume that everyone looking at your ad will understand the abbreviations in your ad.

USE: Endodontist, Pediatric dentist

NOT: Endo, Pedo

USE: Full-time Office Manager Needed

NOT: F/T Office Manager Needed

USE: Or best offer

NOT: OBO

USE: Thursday, Weekends

NOT: Thurs, Wkds

USE: University of Toronto

NOT: UofT

USE: Southwestern Ontario

NOT: SW ON

We encourage you to read the Ontario Human Rights Commission’s [*Human Rights at Work*](#) particularly [*IV. Human rights issues at all stages in employment*](#) to ensure compliance in all areas of your practice.

Writing an Effective Ad

An effective ad is a clear and concise ad. The Job & Ad Board form contains two fields — Description and Qualifications. Use these fields to highlight only the most significant information about the opportunity being advertised so that your ad is succinct and easy to digest. Here are some suggestions:

Ad Type	Description	Qualifications
Dentist/Dental Staff Wanted	Give an overview of the position for which you're hiring	Describe the skills the successful candidate should bring to the role
Dentist Available	Give an overview of the type of position and/or practice you are seeking	Focus on and describe the skills, experience and qualifications you can bring
Selling a Practice	Describe the basics of practice — location, square footage, number of staff, patient base, etc.	Use this field to paint a more comprehensive picture to attract the right buyer. Talk about the work/life balance, practice activity level, surrounding community, etc
Buying a Practice	Describe the type of practice you are looking for, e.g., large, multi-operatory, leased/owned, etc.	Describe the skills, experience and qualifications you offer, or the type of lifestyle or community you seek

Here are some additional tips for writing an effective ad.

Be clear and concise

Keep ads short (150 words and less). An effective ad will include enough information to appear attractive and thorough but will avoid highlighting information that is not essential.

Ask yourself the following questions about your ad:

- Have I captured the most important points?
- Is what I'm saying clear?
- Have I chosen the best words to communicate what I mean?
- Is it easy to understand?
- How does my ad reflect on me and/or my practice?

Although content is important, potential candidates will become overwhelmed and disinterested if you put too much information into your ad. Your objective should be to entice candidates to contact you to learn more, and you can explain the finer details during interviews.

Ad titles: short, yet informative

Include only the most crucial information in your ad title. Consider your audience and use your title to grab their attention. Avoid buzzwords or titles that are inaccurate or incomplete. The Job & Ad form has a 100-character limit to help you keep it brief.

USE: General Practice Available — Timmins, Ont.

INSTEAD OF: GP Practice Available – Principal Dentist Retiring, Long-Established Practice, Great Team

USE: Part-time Dental Hygienist Wanted — Ottawa

INSTEAD OF: Part-time hygienist (Tuesdays and Fridays) wanted in a busy, modern office to work with a great team in Ottawa's vibrant east end

USE: Full-time Associate Wanted in Mississauga

INSTEAD OF: We're looking for a Rockstar Associate! OR Hiring now!

USE: Locum Available

INSTEAD OF: Need a Dental Ninja?

Realistic, descriptive titles are more effective, as they're easily searchable by candidates.

Location, location, location

Your ad will not attract a good response if you do not specify where it is available. You can be specific or more general but including a location is very helpful for interested applicants to determine if an opportunity is right for them.

USE: Practice Available — London, Ont.

INSTEAD OF: Practice Available

USE: Experienced locum dentist available in the following areas:

- West GTA
- Hamilton
- Kitchener
- Guelph
- Cambridge

INSTEAD OF: Experienced locum dentist available. Will travel up to 3 hours from the GTA.

Use bullet points

Using bullet points allows interested candidates to quickly scan your ad.

USE: Locum services I can offer your practice include:

- Complicated extractions
- Local anesthesia
- Emergency care

INSTEAD OF: Services include complicated extractions, local anesthesia, and emergency care.

Be creative

Keep your statements short, but don't be afraid to use descriptive words to make them more interesting and exciting.

USE: You will serve as the first impression for our practice.

INSTEAD OF: The incumbent will handle all receptionist duties including greeting patients.

USE: Located in a family-friendly community is in a picturesque town with opportunities for outdoor activities like cross-country skiing.

INSTEAD OF: Practice located in a town north of Collingwood.

Be compliant

It is against [RCDSO guidelines](#) to imply that your dental practice is better, superior or unique to other practices, or to use words or phrases to suggest a higher quality in relation to services, equipment, technology or products used, or persons providing the services.

Don't make statements such as:

- Our office follows all infection prevention and control guidelines
- All our patient records are kept secure
- We comply fully with Occupational Health and Safety Act regulations
- We offer state-of-the-art operatories and cutting-edge technology

All dental offices must adhere to professional regulations and legislation as set out by the RCDSO and the government. Making statements like those above implies that other dental offices may not comply.

Ensure accuracy

Before you submit your ad, double-check that all the information in your ad is correct, especially the contact information you've included. A minimum of two methods of contact (e.g., email and phone) are ideal. Do not forget to add this important information to the "How to apply" section of the email! Make sure you regularly monitor the email address you list.

Tips for Associate and Dental Staff Wanted Ads

Talk directly to the job seeker rather than saying "the person applying" or "the right candidate." This will make the job ad feel more personal and encourage your potential candidates to envision themselves performing the job.

USE: "You'll bring your experience in all aspects of general dentistry into this role."

INSTEAD OF: "The right candidate will be able to provide general dental services to a varied patient base in a busy practice."

TIP: Post a full job description on your website or social media channel. In your job ad, link to this description. This gives candidates the option to read more about the position if they are interested.

You may also want to explain why this job is such a great opportunity.

USE: You will actively provide exceptional service to our patients and be a vital component of our progressive team environment.

NOT: This position is responsible for handling claims and booking appointments.

Highlight the most essential job duties and skills

Start out by listing the required skills for the job. These are skills, educational achievements, and experience that are necessary to perform the job. Finish the list with your preferred skills, those attributes that may not be mandatory but are desired in the ideal candidate.

It's best to use bullet points when listing job responsibilities so that job seekers can quickly scan them. Start each responsibility with an active verb to make your statements more powerful.

USE: In this critical role, you will:

- Help manage and coordinate the teams' appointment calendar for patient bookings.
- Assist patients with their payments and claims processing.
- Keep all files up-to-date and secure to ensure the privacy of our patients.

INSTEAD OF: Duties include making appointments, calendar management, scheduling, supply ordering, meeting notes, filing claims, and handling payment.

Once a job seeker is excited about your job opportunity, they need to find out if they are qualified to apply. Again, use bullet points so that job seekers can quickly scan and assess their eligibility. And start with the essential requirements followed by the desired ones. For example:

- Minimum of five years' practice experience in periodontics
- Demonstrated knowledge of infection prevention and control
- Excellent written and verbal communication skills
- Ability to work effectively with a team

TIP: In addition to education and experience, fitting into the workplace culture is important when it comes to selecting the appropriate candidate for your position. Include a sentence or two about key attributes of your workplace culture to paint a picture of what it's like to work for you and your team.

However, be aware of concepts of "fit" that might discriminate against individuals who do not share the same characteristics as other team members. For example:

"We are constantly striving to improve and better ourselves so that we can better support our patients. If you thrive in a busy environment, you are probably a great addition to our team!"

Advertise for one position per ad

Perhaps you're opening a new practice and want to grow your team rapidly. Even so, your job ad will be read by individuals, so appeal directly to them. There's no limit to the number of hires you can make from a single job ad.

USE: Looking to hire a dental hygienist

INSTEAD OF: Looking to hire three dental hygienists

If you're looking to fill various positions, submit an ad for each one. Candidates will look for positions that appeal to their specific qualifications and won't want to search for them.

USE: Looking for an office manager

USE: Looking for a receptionist

INSTEAD OF: Looking for Front Office Staff — Toronto, ON

If you have more than 25 employees, make sure you comply with the updated [ESA rules](#) for employers with 25 or more employees.

USE: Full-time Dental Hygienist Wanted — Ottawa | Compensation: **\$42 to \$48 per hour** | Existing vacancy

USE: Associate Dentist Wanted — Mississauga | Compensation: **\$150,000 to \$185,000** | Existing vacancy | **AI may be used to screen applications**

Tips for Dentist Available Ads

If you're a dentist looking for a position, or advertising your availability as a locum or specialist, write your ad like a cover letter — sell your experience and skills.

USE: Dentist with 15 years' experience available in the GTA

RATHER THAN: Locum dentist available.

USE: I am a professional, dedicated dentist looking for a full-time position where I can grow with the practice, develop my skills and build strong patient relationships.

NOT: I'm looking for full-time work in a busy general practice.

Speak Directly to Your Audience

Consider how you are an ideal candidate and communicate directly to your future employer or partner. How will you benefit the practice, patients, dental team and practice owner? Think skills, personality, passion or work ethic. For example:

I am a skilled communicator and thrive in an energetic environment. I am passionate about patient education and developing long-lasting relationships. I am continually furthering my education to ensure I can be the best dentist I can be.

Highlight Your Skills

Consider what sort of position is ideal for you and list the skills that you have that would suit that position.

Identify Your Availability

If you're available only for part-time or temporary work, specify this.

Tips for Practice (Available) Ads

Practice ads should be concise but include enough information to attract interest.

Speak Directly to Your Audience

Consider who might be interested in your practice and speak directly to them. At a minimum you should include the following information: Information about the neighbourhood/community the practice is in

- The length of time it's been in operation
- Your reasons for leaving
- The office team and patients
- Will you stay on to transition?

Need Assistance?

We're here to help! Contact us at jobboard@oda.ca.

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