

ADVERTISING GUIDANCE

- 4.1 The objective of advertising is to produce the maximum number of possible suitable candidates in a cost-effective manner.

The advert should therefore:

- Present a positive image, selling both the job and, if space permits, the Council and the area
 - Attract maximum responses from suitable applicants
 - Portray a clear and accurate description of the post
 - Should be in plain language so that applicants can determine their own suitability.
- 4.2 Posts must be advertised in Job News. Beyond this, Managers may consider other methods in which to attract candidates, e.g., advertisements in newspapers and journals and participating in recruitment fairs.
- 4.3 External advertisements must be placed with the Council's advertising agency through the Recruitment Team. The advertising agency will place advertisements in the press according to the Council's 'house' style.
- 4.4 The only time that a post will not be advertised is where there is a suitably qualified redeployee, or an existing or potential redundancy situation. In such cases posts will be 'ring-fenced' if it is believed that suitable candidates can be found within the Council.
- 4.5 Where a post is to be advertised externally, considerable thought must be given to ensure that the advert will reach the full range of potential applicants. Your Departmental Human Resources Section and/or the Recruitment Team can provide you with advice on advert placement.

Word of mouth recruitment is **not** acceptable.

4.6 **Methods of Recruitment**

Consideration should be given to all possible recruitment sources such as:

- Internet
- Newspapers (local, national and minority press)
- Journals
- Job News (the internal vacancy list)
- Radio/TV
- Job Centres
- Careers offices (for school leavers, trainees, returners to work)
- Libraries
- Community Groups
- Job fairs
- Poster campaign

By advertising as widely as possible, there is more chance of attracting a wider pool of suitable applicants from all areas of the community.

4.7 **Drafting the Advertisement**

The content of the advertisement must be drawn directly from the Job Description and Person Specification. It is important to ensure that terminology is free of bias and discrimination. Jargon must be avoided.

An advertisement should give key information in clear terms and will include the following:

- Job Title
- Description of the organisation and/or/department/and or team
- Pay and additional allowances
- Main purpose of the job and key elements of the Job Description
- Most important requirements from the Person Specification
- Job location
- Explanation of the application procedure
- Contact person who can give further details (**Factual** information only can be given by a nominated person who is **not** on the Panel)
- Closing, test and interview dates

4.8 **Role of the Advertising Agency**

The Council uses an advertising agency to:

- Place all its recruitment advertisements
- Negotiate media discounts on its behalf
- Devise visual material for advertisements
- Liaise with appropriate media when necessary
- They will write your advertisement copy for a charge
- They will also provide advice on recruitment campaigns.

Where a number of the Council's advertisements are to be placed in the same media, a composite advertisement will be prepared by the advertising agency, where appropriate.

All advertisements should be processed through your Departmental Human Resources Section.

4.9 **Advertisement Requisition**

Ensure that Recruitment Team Vacancy Request Form is completed (obtainable from the Website) with the authorising signatures and that a Job Description, Person Specification and draft advertisement are attached in addition to any accompanying supporting documentation.