



Recruitment Procedure

Information Sheet: Job Advertisements

Purpose

The purpose of this Information Sheet is to provide clarifying information on advertising a vacant position at the University of Adelaide in order to attract quality applicants who meet the selection criteria from the widest possible pool of candidates (including existing University staff members).

Q1 Do I always need to advertise a vacant position?

Appointments may be made without advertising in the following limited circumstances:

- Positions requiring highly specialised expertise and where the supervisor can certify that a search has been conducted and the nominated individual is the best person for the job; or
- Where the supervisor can certify that the work is required for a limited purpose no more than 12 months duration; or
- In other extenuating circumstances with the approval of the Area Manager, in consultation with the Director, Human Resources.

Q2 What do I need to consider when developing an advertising strategy?

The University utilises a variety of advertising media to reach potential job seekers, including:

- University Careers website;
- On-line advertising on high-traffic and prominent employment websites such as Seek, Career One, UniJobs and social media;
- Press advertising / print media in local, interstate and national newspapers (e.g. The Advertiser, The Age, The Sydney Morning Herald, The Australian);
- Advertising in industry specific journals and websites.

See below for further details about each advertising media.

Print vs Online advertising factors must be taken into consideration when selecting your advertising strategy, including but not limited to:

- Cost to the School/Branch, e.g. print advertising costs between \$3000-\$5000 on average for a single advertisement, compared to online advertising costing \$300-\$500 for multiple sites.
- Print advertising is published once compared to online advertising being continuously published for several weeks.
- Print advertising relies on candidates who are actively looking for employment, compared to online advertising which will push the advert out to candidates who are not actively looking for employment.
- Online advertising is accessible to thousands of applicants via multiple platforms, e.g. ipad, pc, tablet, phone.
- Print advertising should only be used for senior management positions and specialised roles.

Your Hiring Co-ordinator will enter your preferred advertising strategy and job advertisement details in the Job Card in the University's online recruitment System. The HR Recruitment team will then co-ordinate the placement of your job advertisement via online and print media based on the Job Card Request in the online recruitment system.

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Q3 What advertising media is available?

University Careers Website

Normally all vacant positions are advertised on the Careers website (Internal/external as a minimum).

Where candidates have registered for [job alerts](#) on the Careers website they will be notified of suitable vacancies as they are posted.

Online Advertising

- Many job seekers now use on-line recruitment advertising such as Seek, Career One or UniJobs as their sole means of finding a new position. The benefits of this on-line advertising is that: it is more cost effective than traditional print media; you get more space to describe the requirements of your position and greater flexibility in ad layout; and you reach a much larger audience than traditional print media.
- The University buys job packs directly from on-line media at a reduced rate. The [University's online recruitment system](#) will post your job directly to these websites and link applicants back to the Careers website to apply for the position.

Press Advertising/Print Media

- The University places job vacancy advertisements in a variety of leading local and interstate newspapers including The Australian, The Advertiser, The Age, and The Sydney Morning Herald. Where the University has more than one advertisement being placed in a particular publication we would recommend combining your advertisement with one from another area/s to reduce the cost associated with the advertising and also to increase the profile of the University with that readership as well as providing continuity within the newspaper. This is called a composite advertisement. The individual cost to each area of a composite advertisement can be half the cost of a display advertisement. With a composite advertisement you may be asked to reduce or increase the amount of text in your job advertisement to complement and match other job advertisements.
- You may not always want your advertisement to be placed with other areas advertisements. It may be a senior executive advertisement which needs to be placed in a different area of the newspaper. You may need to have additional text in your advertisement which doesn't fit in with the composite layout. A display advertisement may also be requested should your School/Branch have more than two positions they would like advertised in the same edition of the print media.

Industry specific journals and websites

- The University often places advertisements for academic staff or specialist positions in specialist journals or websites. Please be aware that as some journals are published on a monthly basis you will need to align your application closing date to accommodate the publication date and ensure the best possible exposure of your advertisement.

Q4 When is it appropriate to engage an external recruitment agency?

External recruitment agencies are typically used for the recruitment of senior positions, highly specialised positions, or positions that have proven difficult to fill (e.g. previous unsuccessful attempts by the University to fill a position).

The University does not currently have a preferred supplier panel for recruitment agencies and as such does not advocate the use of specific recruitment suppliers. You may wish to discuss potential recruitment agencies with your Hiring Co-ordinator or the HR Recruitment team.

If a decision is made to use a recruitment agency, your Hiring Co-ordinator will:

- Advise the recruitment agency of the University's [Recruitment Policy](#), Procedure and the [University's online recruitment system](#).
- Request a draft advertisement from the recruitment agency.

The HR Recruitment team will arrange access the [University's online recruitment system](#) to enable the recruitment agency to upload short-listed candidates into the system and the University to make an offer to the preferred candidate.

Further Information

If you require further information, please contact the [HR Recruitment Team](#).

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