

Exhibit #9: How to Write an Ad - Job Advertisement Checklist

Job Description

- Tell the story about your institution and why it is special.
- Describe the position and why it is unique and other attractive elements.
- Include position title(s) (i.e., descriptive, working, or official).
- Include essential functions/major duties and responsibilities.
- Include reporting relationships.
- Include information about the organization that would attract candidates.
- Discuss salary or hiring range (as appropriate).

Job Requirements

- Knowledge, skills, abilities required for the job
- Education, degree level and fields(s)
- Licensure, if required or preferred
- Experience (type of experience and desired fields[s]/discipline[s])
- Technical expertise or other special requirements
- Performance requirements (e.g., competencies, abilities, knowledge, demonstrated experience, etc.)
- Unique requirements of the department or organization

Preferred Criteria

- Special abilities or experience
- Membership or leadership in professional associations
- Certifications or unique training
- Organizational fit criteria (if appropriate)

Information Sought

- Letter of interest/cover letter
- Resume or curriculum vitae
- Statement of teaching or leadership philosophy
- Samples of publications
- Portfolio of material so other work, if appropriate
- References with full contact information
- Letters of recommendation
- Copies of transcripts, official or unofficial
- Other information or documents that are needed to complete an initial evaluation of the applicant's credentials and experience.

Information Provided to Applicant

- Closing date or application review date
- Position availability or start date (see Application Deadlines and Preferential Filling Dates, p.146)
- Where and how to apply (e.g. application address, Web address, etc.)
- Equal opportunity statements (i.e. EEO/AA, American s with Disabilities Act statement)
- Point of contact for information (e.g., receptionist, *hiring authority*, search committee chair, HR representative, etc.)

Ad Placement

- Place ad in places most likely to attract appropriate applicants.
- Place ad in minority media.
- Consider ad in targeted media such as journal for that profession.
- Determine where in the printed media the ad will appear and under what heading.
- Size the ad to reflect the type of position in question, the relative availability of applicants (e.g. tight job market=bigger ad, etc.), and advertising budget.
- Determine the mix and type of ads (e.g. online, print, targeted media, etc.).
- Place a code in ads to determine which ad yielded the best applicants.
- Seek advice and assistance form the staff of the publications in which ads were placed.
- Seek advice and assistance of the HR department, equal opportunity officer, or ad agency representative if appropriate) about drafting and placing adds.

Used with permission from www.SearchCommittees.com.