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Once the decision has been made to recruit via advertising the Hiring Manager needs to draft an advert and consider which advertising locations will reach out to the target audience.

A job advert should be seen as a ‘call to action’ that draws attention to the position so that we gain a potential candidates interest to seek further information about the role by clicking through to the position description, and ultimately, applying for the role.

In order to do this, adverts should not include every single detail about the role, just the key selling points. An advert with specific and relevant information about a role, provided in a concise manner is far more likely to gain interest than a long advert with large paragraphs.

Every advert for UNSW Australia is also a branding opportunity and it is important that adverts are written professionally and align to the University narrative. It might be useful to speak with your faculty marketing team, who will be able to further advise on this.

You should consider where the advert will be seen (online/print/journal/social media) when creating the advert, as this will influence the format and content of your advert.

**INTERNAL VS EXTERNAL ADVERTISING**

You will need to consider whether there is a pool of candidates readily available internally or whether you want to advertise the role externally.

<table>
<thead>
<tr>
<th>Internal only</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
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<tbody>
<tr>
<td>Applicant is already familiar with UNSW and University sector</td>
<td>Sometimes, staff can be promoted above their level of competence (i.e. promoted on tenure rather than ability)</td>
<td></td>
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<tr>
<td>May have a better knowledge of applicant strengths/weaknesses</td>
<td>Applicants may be given false expectations</td>
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<tr>
<td>Increases the return on investment with training and development</td>
<td>Competition for promotion can create conflict amongst staff</td>
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<tr>
<td>Creates a career path for internal talent</td>
<td>Can create a stagnant workforce lacking creativity and innovation</td>
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ADVERTISING LOCATIONS

If you decide to advertise the position externally, you should consider who you are trying to attract to the role, and how best to reach them.

All roles will automatically be advertised on the UNSW Recruitment website.

Some options include:

Internet Job Sites-

Unijobs, SEEK, CareerOne, The Conversation, Times Online, Guardian Online, Academic Keys, Jobs.ac.uk

If you decide to advertise online, it is often a good idea to purchase a package at an additional cost to a standard advert so that your role will refresh to the top of the page regularly and will be highlighted, to give the advert a chance to stand out amongst the many other roles advertised on some online sites.

Newspapers-

Sydney Morning Herald, Australian Higher Education supplement, Australian Financial Review or local newspapers such as Southern Courier and Wentworth Courier.

Statistics show that print media advertising for roles is not as effective as it once was, with only a small number of candidates applying via this channel. However, print advertising may be a good branding opportunity.
Industry Specific Publications-

If you have any niche publications or websites within your industry, this can be one of the most effective means of advertising a role.

Social Media-

Roles can be advertised on LinkedIn which is becoming an increasingly effective channel to advertise through.

If you are unsure of the best option for your role, UNSW Recruitment can provide advice on the best advertising strategy to suit your needs. UNSW Recruitment can also advise on media publication dates, deadlines and costs.

CREATING AN ADVERT

When drafting an advert you should consider;

- identify your point of difference and state this up front
- describe the position accurately and concisely
- consider what information candidates will want to know
- keep sentences succinct
- use bullet points and bold where applicable
- write in the active voice “you will be responsible for, Ideally you will bring…”

Remember to include contact details and a closing date. Usually roles are advertised for a period of 2-4 weeks.
JOB ADVERT TEMPLATE

- One of Australia's leading research & teaching universities
- Vibrant campus life with a strong sense of community & inclusion
- Enjoy a career that makes a difference by collaborating & learning from the best

At UNSW, we pride ourselves on being a workplace where the best people come to do their best work.

A short paragraph of 2-3 sentences maximum with an overview of the University/Faculty/School. Your Marketing team might be able to assist with narrative for this section.

About the role

- $XXK-$XXXK plus (17% superannuation and leave loading or 9.5% Superannuation and annual leave loading less than 2 years fixed term)
- Continuing / Fixed Term until date
- Full-time / Part-time (XX hours per week)

A short paragraph of 2-3 sentences maximum with an overview explaining what the role is and what tasks you will required to undertaking in the position. (Should reflect what is in the Position Description)

About the successful applicant

To be successful in this role you will:

- skills
- experience
- qualifications

You should systematically address the selection criteria in your application.

Contact:

Name, Position Title

E: contact email@unsw.edu.au

T: (61 2) 9385 xxxx

Applications close: Date

Find out more about working at UNSW at your Faculty/Division web address

UNSW is an equal opportunity employer committed to diversity
DEADLINES

Once you have drafted an advert, submit online via PiMS (template included in system), listing your advertising locations in addition to the advert.

Consult your HR Consultant for weekly deadlines and adjust your closing dates accordingly to suit.

UNSW Recruitment will then place the roles in all selected options once the job has all approvals completed.