



Human Resources

How to Write an Effective Job Advertisement

Agenda

- **Display Title**
- **Location**
- **Department Website**
- **Position Highlights**
- **Duties & Responsibilities**
- **Minimum & Preferred Qualifications**
- **Rate of Pay**
- **Contact Information**
- **Required Documents**
- **External Advertising**



Display Title



Display Title

The title you display provides a first impression. It is the first touchpoint that can either catch or deter an applicant's attention.

- Ensure your display title is clear.
- Communicate what the role is.
- Avoid using generic titles.
- Add descriptor tags.

Current Openings

Project Coordinator, Federal Grants (Part Time) 

Tucson, AZ, United States

5/24/2023



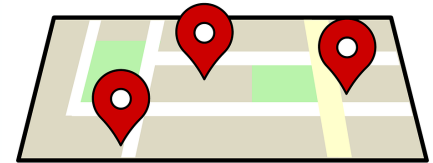
Location



Location

Your job posting should include information about the position's location. This information helps applicants determine whether commuting, traveling, and/or relocation may be required.

- **Communicate where the job will primarily be located.**
- **Share if the position will require travel.**
- **Describe the campus, site, and/or University controlled building.**
- **Provide a city and state.**



Location (continued)

Flexible Work Arrangements

- In the post-pandemic environment, flexible work arrangements continue to be very attractive to applicants. Such arrangements can make your position more desirable and competitive among other employers.
- If your business needs can support a flexible work arrangement (e.g., a remote or hybrid schedule), you should include that information in your advertisement.
- For more information on flexible work arrangements and how to advertise these visit:
<https://hr.arizona.edu/sites/default/files/Flexible%20Work%20Arrangements%20in%20Job%20Postings.pdf>



Department Website



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Department Website

During the hiring process, you want to find opportunities to further engage with and introduce yourself to prospective applicants.

- Include a link to your department's website.
- Review the website to ensure it conveys the desired information and brand.
- Consider including other websites that can help applicants learn more about you.



Position Highlights

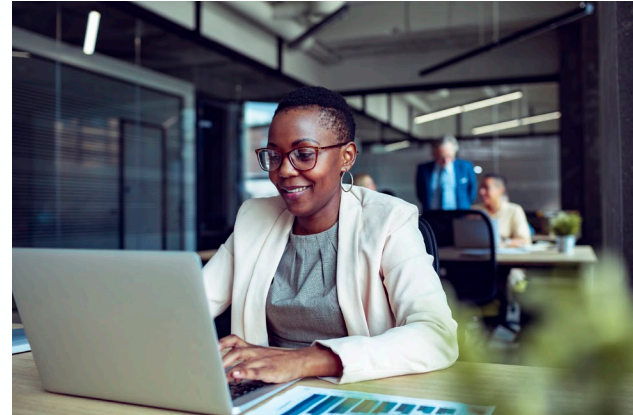


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Position Highlights

The Position Highlights section provides an opportunity to introduce your position and share a brief summary.

- Make an impression.
- Create engagement.
- Summarize the primary function(s).
- Keep it concise, yet informative.
- Avoid redundancy.
- Consider what information is important for applicants to know.



Position Highlights (continued)

- Highlight any key offerings, such as:
 - Willingness to sponsor visas
 - Flexible work options
 - Professional growth opportunities
 - And more!
- Introduce yourself.
 - What are your department's values, its mission?
 - What makes your department unique?
 - What is your team culture?
 - Why would it be great to work in your department?



Position Highlights (continued)

- Consider your language.
- Be inclusive rather than exclusive.
- Avoid biased terms or statements.
 - Respectful Pronoun Use
 - Reduce Unconscious Bias



Duties & Responsibilities



Duties & Responsibilities

The Duties & Responsibilities section provides an opportunity for you to share more information about the position's scope of work.

- Keep it simple.
- Focus on the main duties.
- Provide a realistic job preview.
- Include “Additional duties as assigned”



Minimum & Preferred Qualifications



Minimum & Preferred Qualifications

Minimum Qualifications	Preferred Qualifications
Requirements that applicants <u>must meet</u>	Qualifications that are “nice to have” but are <u>not required</u>
Adjunct Lecturer Example <ul style="list-style-type: none">• <i>Master's degree</i>	Adjunct Lecturer Example <ul style="list-style-type: none">• <i>Teaching experience in higher education</i>



Minimum Qualifications

Minimum Qualifications are requirements that an applicant must meet to be considered for the position. Applicants who do not meet *all* the requirements cannot move forward in the selection process.

- Be mindful of what you list.
- Ensure qualifications are job-related.
- Clearly describe all requirements.
- Avoid overly narrow or excessively limiting criteria.
- Note some positions have predetermined qualifications.



Preferred Qualifications

Preferred Qualifications are qualifications that are "nice to have". Applicants are not required to meet these to be considered for the position.

- Be mindful of what you list.
- Describe the ideal candidate.
- Avoid overly narrow criteria.
- Ensure preferences are job-related.
- Support transparency.
- Exceed minimum qualifications.



Rate of Pay



Rate of Pay

The Rate of Pay is the advertised compensation amount that an applicant will receive upon hire. It provides an opportunity to communicate and manage compensation expectations.

- Be transparent.
- Avoid listing “DOE”.
- Include a defined rate, salary or range.
- Ensure funding is available.
- Consider equity & applicable compensation guidelines.
- Be prepared for potential negotiation conversations.



Contact for Candidates



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Contact for Candidates

Your job advertisement should include a contact that can help answer questions from interested individuals and applicants.

- Ensure responses are timely and thoughtful.
- Create a positive applicant narrative.
- Demonstrate engagement.
- Keep commitments and follow-through.



Required Documents



Required Documents

Your job advertisement should describe what materials an applicant will need to include when applying for the position. Required documents can impact the number of applications you receive.

- **Keep it simple.**
- **Request a résumé or curriculum vitae.**
- **Keep additional documents to a minimum.**
- **Ask only for relevant materials.**
- **Consider what information can be collected later.**
- **Clearly describe your instructions.**



External Advertising



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External Advertising

External advertising involves placing announcements in venues beyond the University's official applicant portal. This is a great way to reach a wider audience and attract more qualified applicants.

- Consider advertising on additional websites, job boards, and/or publications.
- Visit our Advertising Resources Database for ideas.
- Ensure the external venue is relevant.
- Share key information.
- Follow applicable advertising guidelines.
- Redirect your audience to the University's applicant portal for consideration.



**What if you are still not
attracting the right talent?**



Consider Updating Your Advertisement

If your job advertisement is not yielding sufficient applicants, you may need to consider updating it.

- Review it with fresh eyes and ask for feedback.
- Ask Yourself:
 - Did I describe the position effectively?
 - Are there opportunities for clarification?
 - Are there any keywords or terms I can add?
 - Are there any dates to update that will show the position is still available?
- Consult our team to determine what's feasible.



Consider Reposting Your Advertisement

If your job advertisement is still not attracting qualified applicants, you may want to consider reposting it. Reposting involves canceling your existing search and restarting the recruitment process.

- This approach:
 - Offers the flexibility to fully revise your advertisement (within guidelines).
 - Places the advertisement back on the 'Recent Postings' list.
 - Provides an opportunity to revisit the position's job description with your HR Partner.
- Connect with our team for more details on the reposting process.



Takeaways



Takeaways

Effective job advertisements are those that:

- ✓ Highlight the key components of the job.
- ✓ Use inclusive language.
- ✓ Keep the application process simple.
- ✓ Introduce your department and team.
- ✓ Are transparent in describing duties, qualifications, rate of pay, and other important aspects.
- ✓ Engage applicants and describe why your unit is a great fit for them!



Thank You!

We are here to help

Contact us:

talent@arizona.edu

Visit us:

<https://hr.arizona.edu/supervisors/recruitment>



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