

# How to Advertise a Position

## Gather Information for the Advertisement

Review the documents for this position

PD

Selection Criteria

Rem. Package

More info required?

Yes

Discuss the position with the person proposing new hire

No

Use an existing Ad?

No

Draft the Advertisement

Review the draft Ad

OK to use?

No

Identify changes required

Yes

## Create or Edit the Advertisement

Review from the Skills, Experience perspective

OK to use?

No

Show the Ad to whoever will approve hire

Is the Ad approved?

No

Review from the company perspective

Place the Advertisement

Inform your team of the position being advertised

Ready for Applications

### Creating an Advertisement

To create your advertisement, you can:

1. Identify examples of good advertisements for similar roles.
2. Copy and refine text from these examples.
3. Confirm that you haven't copied only text applicable to the position you are advertising.

If you're drafting an advertisement to post on line, draft your ad to fit the online fields and sections.

### Place the Advertisement

Involves:

- advertise online - use business account
- 'headhunt' - approach target sensitively
- advertise internally - clarify expectations, 'rules'
- ask for referrals - clarify expectations, 'rules'
- local paper - place the ad ( check the category)

\*combination of above

Inform your team and discuss the position, particularly if it may have an impact on other positions.