



ADVERTISING TIPS

WHERE TO ADVERTISE

Internal Vacancies

The advertisement for an internal vacancy will appear in the weekly edition of HR InBrief and be distributed to University staff via the UniNews email bulletin. Internal vacancies are vacant positions that are only open to current staff at the University of Newcastle.

Advertising internally provides career development opportunities for current staff and saves on advertising costs. However, this method of advertising will not be suitable for specialised positions or where an internal advertisement will not attract a large enough pool of suitably qualified applicants.

External Vacancies

On-line advertising

Advertising a position on the internet is available for vacancies that are open to the wider community. Some general employment websites available are:

- Seek.com.au
- MyCareer.com.au

For specialised roles, industry-specific websites are available. For example, a research position in Mechanical Engineering could be advertised on websites such as:

- Researchjobs.net.au
- MechanicalEngineer.com

A major advantage of on-line advertising is its cost-effectiveness compared to advertising in the print media. Comprehensive and detailed information about the vacancy can be included in an on-line advertisement as the size of the advert is not restricted due to high costs. However, it is important to consider which websites, if any, your potential candidates would search.

Print media advertising

Due to the high cost of publishing advertisements in newspapers, the University focuses on writing short, sharp advertisements for the print media. The short advertisements refer job seekers to our employment webpage (<http://www.newcastle.edu.au/service/employment>) for more detailed information about the position.

Publications that the University uses regularly include:

- The Newcastle Herald
- The Australian (Higher Education Supplement)
- The Sydney Morning Herald
- Koori Mail
- Central Coast Express Advocate

When deciding when and where to advertise, consider the days and sections of the newspapers which would be most suitable for the vacant position, eg an IT position could be advertised in the computing section of Tuesday's Australian newspaper as well as in The Newcastle Herald on Saturday.

Included in all print advertisements are the University logo, University banner, generic University information as well as job-specific information (faculty/ division, school/ unit, position title, position number, HEW/academic level, salary range, closing date and contact details).

The School/ Unit must also provide Human Resource Services (HRS) with information about the position, and the criteria to be addressed/satisfied by candidates. HRS will then use this information to write the short print media advertisement; generally about 30-50 words in length.

From 2008 HRS has moved to a fortnightly advertising schedule for newspaper advertisements. Please refer to the HRS Advertising Calendar for deadlines.

Tips on Writing Effective Advertisements

A well written job advertisement should attract the attention of strong candidates.

Some tips to keep in mind when writing an advertisement:

- Stress what is unique about the position. Good candidates look for challenges or excitement in positions
- Use short sentences - aim for a maximum of 20 words per sentence
- Use the same vocabulary as your potential candidates
- Focus on major achievements of your area
- Use active language so the person can see themselves in the job
- Grab their attention. Less is more.

Examples:

Senior Lecturer/Lecturer Nutrition and Dietetics

In this challenging role you'll have responsibility for the development, teaching and coordination of courses in the area of Nutrition and Dietetics. You will support student placements and continue the education for clinicians in the local area. Strong experience in either Community/Public Health Nutrition and/or Clinical Dietetics is essential.

Associate Professor/Senior Lecturer Immunology/Microbiology

Working with an enthusiastic and motivated team you will support the teaching focus of this research-strong discipline. Your research interests will ideally focus on inflammatory diseases of the airways with extensive experience in animal models.

Project Manager***Marketing & Public Relations***

We are searching for an outstanding manager for our forward-thinking Marketing and Public Relations area. In this role, you will provide expertise on the development and coordination of our marketing strategy and have a substantial background in creative project management.

Senior Administrative Officer***Business and Law***

Are you a highly motivated person able to provide superior administrative support in a team environment? In this role you will assist in the implementation of the Faculty's Strategic Marketing Plan and the provision of education courses to industry and commerce. Energy and enthusiasm are a must!