



## ADVERTISING TIPS

### Internal Vacancies

Advertising internally provides career development opportunities for current staff. You should refer to current Procedures and Enterprise Agreements on roles that must be advertised internally or externally in the first instance.

The advertisement for an [internal vacancy](#) will appear on our [jobs website \(internal\)](#). Internal vacancies are vacant positions that are only open to current staff at the University of Newcastle. Access to this page is restricted to current staff by University Single Sign On (SSO).

A fixed term or continuing job placed on our [jobs website](#) will imply a competitive process to candidates and you should complete a [request](#) for assistance from the Talent Acquisition Team.

[Yammer](#) is a private social network used by the University to share messages. If you don't have someone already in mind for a direct appointment you could try posting to the Yammer Careers board or distributing an email within your Unit/Division. When posting your notice on Yammer please ensure that it is stated clearly it is an Expressions of Interest (EOI) process. EOI processes must be conducted in accordance with current policy, procedure and agreements, noting in particular that candidate privacy, together with the collection and management of applicant data, must be in line with relevant University policies.

Internal 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

#### Online 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](#)
- [University LinkedIn Jobs Page](#)
- [Adzuna](#)
- [Indeed](#)

For specialised roles, industry or function-specific websites are available at additional cost. For example, positions could be advertised on sites such as:

- [THE Unijobs](#)
- [UniRoles](#)

The University also utilises a number of specialist channels in support of our strategic objective as a diverse and inclusive employer, such as:

- [Koorimail](#)
- [Work 180](#)

For Academic roles in which sponsorship of international candidates will be considered, the vacancy must also be advertised on [Workforce Australia](#) for a minimum of 28 days to meet Department of Home Affairs labour market testing (LMT) requirements.

**Print media advertising**

Due to the prevalence of candidates using digital channels to job search, print media is no longer widely used. However, it is important to consider which forums your potential candidates would search.

**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 and what the job involves
- Make sure the job title is market relevant, job boards may use artificial intelligence (AI) to match jobs and alert relevant candidates
- Show the job location, perks and benefits
- Consider how the ad will appear on a mobile device
- Use short sentences, bullet points and action words
- Use the same vocabulary as your potential candidates
- Use active language so the person can see themselves in the job
- Grab their attention. Less is more.
- Let candidates know what is expected of them and what they can expect to gain from the role

**Talk to your Talent Acquisition specialist about current candidate trends and find more resources online about job ad writing.**