

6. Employing and managing people

6.4 Advertising your vacancy

The search for suitable candidates and the process of marketing needs to be undertaken carefully so as to ensure the best response at the least cost. The object is to get a good selection of good quality candidates. Possible methods to consider are:

- **Internal recruitment** - this method can have the advantage of building on existing staff's skills and training, and provides opportunities for development and promotion. It is a good way to retain valuable employees whose skills can be further enhanced. Other advantages include the opportunity for staff to extend their competencies and skills to the benefit of both the organisation and the individual, and the enhancement of individual motivation. Use of a consistent, clear, procedure, agreed jointly between employer and employees, has many advantages and avoids suspicion of favouritism.
- **Jobcentre Plus** - will advertise vacancies through their Universal Jobmatch service. They also administer some of the Government training programmes. The Disability Service Team staff at JobCentres can help address the specific requirements of attracting disabled people.
- **Commercial recruitment agencies** - often specialise in particular types of work, eg secretarial, office work, industrial, computing, and may already have potential applicants registered with them.
- **Executive search organisations** - usually working in the higher management/specialist fields, will seek out suitable candidates working in other companies by direct approach, or via specialist advertising.
- **National and regional newspapers** - advertising in the press is expensive, but likely to produce a good response for particular, specialist vacancies. Remember too there are national ethnic group newspapers which will reach a wide audience. Most newspapers are also published electronically which means that your advertisement will reach a wider audience than the geographical region in which the newspaper is sold.
- **Specialist and professional journals** - less expensive than the national press, these journals can guarantee to reach the precise group of potential applicants for specialist and professional vacancies.
- **On-line advertising** – there are a growing number of on-line recruitment websites, and e-bulletins, including those specialising in the third sector. Remember as well to advertise your vacancies through your own social media channels, including Facebook, and Twitter; your followers can share your advertisement and it will gain a wide, free circulation

- **Local newspapers and radio** - for less specialised jobs, or to target groups in a particular local area, advertisements in the local media may produce a good response.
- **Local schools, colleges and the Careers Service** - maintaining contact with schools, colleges and careers advisers will ensure that the organisation's needs for school/college leavers with particular skills and abilities are known. It can be particularly useful to offer students the opportunity to spend some time at the company, on work experience, or 'shadowing'.

Once the recruitment channel or channels are decided, the next step is to consider:

- The design and content of any advertisement used.
- How applicants are to respond - by application form, fax, telephone, in person at the organisation or agency, by letter, by email on the internet, by tape or Braille.
- Who is to be responsible for sifting the applications? What is the selection process going to be?
- If interviews are to be held, when will they be and will everyone who needs to be involved be available?
- Are selection tests to be used? Is there the expertise to administer them and ensure they are non-discriminatory and appropriate?
- Are references/medicals to be requested?
- Are arrangements in hand to give prompt acknowledgement of applications received?

The advertisement

Any advertisement needs to be designed and presented effectively to ensure the right candidates are attracted. Look through national, local or professional papers and see what advertisements catch the eye. The newspaper office will often advise on suitable formats. Advertisements must be tailored to the level of the target audience, and should always be clear and easily understood. They must be non-discriminatory, and should avoid any gender or culturally specific language. To support this, the organisation should include in the advert its statement of commitment to equal opportunities, which will underline the organisation as one that will welcome applications from all sections of the community. If you are registered company or charity it is best practice to place your registration numbers on any advertisements. If the post is externally funded, you may also be expected to include the logo of the funder on your advertisement.

Consider the following factors in the advertisement:

- If the organisation is well known, does it have a logo that could feature prominently in the advertisement? Make the advertisement consistent with the company image.
- Should the job title be the most prominent feature?
- Keep the text short and simple while giving the main aspects of the job, pay, career prospects, location, contract length.

- Can specific details - such as pay, qualifications and experience required - be given in a way which will reduce the number of unsuitable applications?
- Is it possible to avoid generalisations such as 'attractive salary', or 'appropriate qualifications' which may discourage valid applications?
- Can you provide job details on tape or in Braille and accept applications in a similar format?
- Is the form of reply and the closing date for applications clear? Is there a contact name and phone number for further information and enquiries?

All advertisements should carry the same information, whether for internal or external use.

Further information

Recruit3

www.recruit3.org.uk

ACAS

Tel: 08457 474747

www.acas.org.uk

Equality & Human Rights Commission (EHRC)

Tel: 0808 800 0082

Textphone: 0808 800 0084

wales@equalityhumanrights.com

www.equalityhumanrights.com/wales/

Home Office UK Border Agency

0300 123 4699

www.ukba.homeoffice.gov.uk

Health and Safety Executive (HSE)

Tel: 0300 003 1747

www.hse.gov.uk

Information Commissioner's Office

Tel: 0303 123 1113

www.ico.gov.uk

Network Jobs – weekly

Tel: 0800 2888 329

networkjobs@wcva.org.uk

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For further information contact

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