RECRUITMENT ADVERTISING GUIDELINES

PURPOSE

To clearly identify the type of advertising expenses to be paid from the central budget and which expenses individual departments will pay; and to establish the format to be used in recruitment advertising.

- Advertising for open positions will be coordinated through People Admin and Human Resources so that the position will be given a job reference number.
- Advertising for open positions must be in compliance with recruitment guidelines established by Human Resources and the Office of Equal Opportunity.

FUNDING

- Advertising for non-faculty, unclassified positions, funded fully or partially from general funds, will be paid from a central account for the Sunday Cincinnati Enquirer block ad OR CareerBuilders on-line advertising. General funds also pays for a generic ad to run in the Saturday Cincinnati Herald edition that directs readers to the Job Opportunities website. Block ads are run on a biweekly basis. All other advertising for these positions will be paid by the departments.
- Advertising for non-faculty, unclassified positions fully funded from a source other than general funds will be paid by the departments.
- Advertising for classified positions (regardless of the funding source) will be paid from a central account for the Sunday Cincinnati Enquirer and Saturday Cincinnati Herald block ads. Block ads are run on a biweekly basis. All other advertising for these positions will be paid by the departments.
- Advertising for faculty positions (regardless of the funding source) will be paid by the departments.
- Advertising account information must be entered in the People Admin requisition/applicant tracking system for positions paid through University Publications.

FORMAT

- Open positions not receiving a waiver of advertisement will be listed in the UC Job Opportunities website at www.jobsatuc.com. Information included will be a minimum of job title, department, job reference number, minimum qualifications, knowledge/skills/abilities (Ideal Qualifications), job description, and application information.
- The Block Ads in the Enquirer and Herald will use a standard ad format referring readers to the Job Opportunities Web site for complete information about a position.

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- Information included in the block ads about each unclassified or classified position will be:
  - Title of the position
  - Department
  - Job Reference Number
  - Minimum Qualifications
  - Application Deadline

- Information included in the block ads about each faculty position will be:
  - Title of the position
  - Department
  - Job Reference Number
  - Application Deadline

- **Separate Ads** in local newspapers may be any length the department chooses, but must contain a job reference number, minimum qualifications, application information in compliance with recruitment guidelines, and must use a University approved format. Advertising in local papers should be coordinated through Human Resources.

- **Separate Ads** in non-local newspapers, journals or Web sites may be any length the department chooses, but must contain a job reference number, minimum qualifications, application information in compliance with recruitment guidelines, and must use a University approved format. These may also be coordinated through Human Resources.

**RECRUITMENT ADVERTISING REQUIREMENTS/GUIDELINES:**

- Advertising needs should be communicated in the Publications section of the People Admin requisition/application tracking system.
- The national, regional or local scope of the search will serve as a determining factor in where a position should be advertised. All open positions that do not contain a waiver of advertising from the Office of Equal Opportunity, MUST be advertised in a location that will reach a diverse pool of candidates. For non-faculty positions, the Cincinnati Enquirer and Cincinnati Herald may be included in this list of sources. All positions will be advertised on Job Opportunities.
- Full time faculty open positions must be listed in the UC Job Opportunities, and may be advertised in the Cincinnati Enquirer or Cincinnati Herald. Recruitment plans for faculty positions must be coordinated with the Equal Employment Opportunity Coordinator (EOC) and Office of Equal Opportunity before beginning a search to fill a full-time faculty position.
- Positions identified as underutilized by the Office of Equal Opportunity must also include a statement related to good faith efforts extended to ensure a diverse applicant pool. This statement may be attached as a document within the People Admin.
- Actual advertising copy may be attached as an additional document within People Admin and captured by University Publications for posting.
- Other departmental advertising efforts should be entered into the free text field on the Publications tab so that the Office of Equal Opportunity will be knowledgeable about all advertising efforts.
- In general, if a position is in compliance or an internal search is being conducted, a minimum of 5 days maybe allowed from the time the ad first appears to the deadline date.
for applications. If the position is underutilized, the posting period should be 10 days
unless otherwise approved. If the position is advertised, then the posting should reflect
the advertisement period.

ADVERTISING REQUIREMENTS FOR INTERNATIONAL HIRES

The federal government recently made significant changes to the process of filing applications for
permanent residence for international employees. Under section 212(a)(5)(A) of the Immigration
and Nationality Act (INA or Act) (8 U.S.C. 1182(a)(5)(A)), certain aliens may not obtain
immigrant visas for entrance into the United States in order to engage in permanent employment
unless the Secretary of Labor has first certified to the Secretary of State and to the Secretary of
Homeland Security that:

(1) There are not sufficient United States workers who are able, willing, qualified and available
at the time of application for a visa and admission into the United States and at the place where
the alien is to perform the work; and
(2) The employment of the alien will not adversely affect the wages and working conditions of
United States workers similarly employed.

In the event that you anticipate your recruitment efforts will result in the hiring of an international
candidate you must follow the PERM regulations provided by the Department of Labor listed on
the UC International website by entering:

- www.isso.uc.edu
- immigration regulations
- visa types
- permanent resident petition
- sponsorship for permanent resident
- residency forms

or by visiting the Department of Labor at www.dol.gov

Quick Link

- It is recommended that some type of advertising be done for all vacant positions however
  positions may be advertised using the Quick Link feature in People Admin if the Office
  of Equal Opportunity has provided authorization to utilize a “waiver of traditional
  advertising”.
- Non-competitive employment positions may also be advertised using the Quick Link
  feature.