

# Advertising a Vacancy

## A Guide for Recruiting Managers

Where vacancies are being advertised externally, be they temporary, permanent or internal secondments, they will normally be advertised as a minimum through WM Jobs ([www.wmjobs.co.uk](http://www.wmjobs.co.uk)), with links from the Warwickshire Jobs webpage. In specific instances an advert can also be placed in the local or national media. Advertisements can be expensive and may not provide the benefits that are perceived e.g. don't always broaden the candidate pool or increase the standard of candidates. As a result, all advertising is coordinated through the Resourcing Team and it is recommended that only senior or 'hard to fill' vacancies are advertised in external media. Please contact the Resourcing Team for advice regarding suitable web sites/publications and the costs involved. Vacancies that require expressions of interest may be communicated via e-mail. To advertise more widely across the organisation it is recommended you advertise on WM Jobs.

### WM Jobs Website

WMJobs website is owned and managed directly by public sector organisations like ourselves and others in and around the West Midlands region. WM Jobs website allows an intuitive job search and job alert functionality for all users. If candidates apply for a job online through the WM Jobs website, candidates have access to their own profile enabling them to reapply for other vacancies.

### Redeployment

Throughout the organisation, there is often organisational change or service reviews that identify positions that are to be put 'at risk' of redundancy. In a bid to decrease the numbers being made redundant (and so decreasing redundancy costs) as well as helping to recycle the skills of those within these 'at risk' positions, there is a clear process in place to prioritise Redeployee applications ahead of any other applications.

Normally, the vacancy will be advertised on the WM Jobs website. The vacancy will be open to all redeployees, internal and external candidates at the same time subject to any group requirements, which you may need to comply with when advertising. If a suitable redeployee applies for the vacancy then they must be considered in advance of all other internal and external applications received. If no interest is forthcoming from employees at risk then the hiring manager can complete reviewing and shortlisting internal and external applications.

### Advertising in External Media

Publications, such as newspapers and journals, will have booking deadlines and adverts will need to be agreed prior to these. This can often put pressure on a campaign as these deadlines can be well before the media is published. Recruiting Managers are always asked to consider this before determining their campaign end date.

### Creating an Effective Advertisement

The Recruitment Centre will produce an advertisement, where requested, using the information provided in the recruitment forms as well as a catalogue of good examples that

is maintained, therefore ensuring compliance with Corporate Branding. Where there is a specific need, then this can be discussed prior to the final advertisement being designed and issued.

It is good practice to avoid any language or terms that may be taken negatively or dissuade people from applying. This would include; groundsman, handyman, specific requirements to be educated in the UK, asking for applicants to be fit and energetic (may discourage disabled applicants), have a good sense of humour or any reference to age preference. It is also good practice to refrain from the use of pictures, graphics, jargon or information that is not required or is misleading.

It is essential that all adverts follow the Corporate Branding as well as outline all legally required information, as well as that which is deemed as good practice

Normally, an advert should include;

- The Council logo, website address and equality statement.
- The Job title, hours, salary and other benefits (if appropriate)
- The department, and team details as well as where the job is based
- The main purpose or responsibilities of the job.
- The key requirements sought in the successful applicant.
- The procedure for applying, how to make contact: an address, telephone number and e-mail address.
- A realistic closing date and potential interview dates.
- If a Disclosure and Barring Service check is required.

**We are here to help**

Further information and assistance can be obtained by contacting us;  
Resourcing Team, Shire Hall, Market Place, Warwick, CV34 4RL. Email:  
[recruitment@warwickshire.gov.uk](mailto:recruitment@warwickshire.gov.uk) or Tel.: 01926 418125