



Job Descriptions and Advertising Positions



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Job Descriptions

- What are job descriptions?
 - Written report which defines a particular job or set of jobs including objectives of the jobs, functions of the job, qualifications, and other information about the job.
- Why job descriptions?
 - Assist in evaluations, salary surveys, salary structures, organizational charts, etc.
- Process for Creating or Updating Job Descriptions
 - Job analysis
 - Continuing process
 - Good idea to complete the updating process every couple of years or more often if new positions or changes in duties are made to previous job descriptions




Job Descriptions: Basic Essentials/Elements

- Job Classification
- Job Purpose
- Essential Functions and Further Responsibilities
- Accountabilities
- Job Conditions




Job Descriptions: Format and Length

- Format
 - No set format to use
 - Should be able to compare demands and contributions of the job with others
 - Avoid including the following:
 - Statements made in the negative
 - Acronyms
 - Future performance duties
 - Occasional duties (if included it should be stated so or stated that they are marginal duties) (ADA concerns)
- Length
 - No more than 2-3 pages depending on the complexity of the position
 - Succinctness is important, but make sure it includes enough to get an understandable picture of the job.




Job Descriptions: Sample Job Description

- See Sample Job Description (MITBC Circulation Assistant-Clerk)



Job Descriptions: Process for Creating or Updating Descriptions

- Job Analysis
 - Options for completing
 - Management
 - Supervisors
 - Employees in those positions
 - Which is the best?
 - Probably a combination of all of them (depends on how much time you have to spend)
- ADA awareness
 - No duty to have a job description; however, job descriptions are used to determine essential functions



Advertising Positions Overview

- Policy? Do you have one?
- Based on current descriptions?
- Internal postings?
- Equal Opportunity Employer Statement?
- Affirmative Action Plan?
- Review ads for discrimination?
- Tracking?
- Mixture of advertising?



How to write a job advertisement?

- Begin with the up-to-date job description and pull skills, responsibilities, and any requirements (educational and others)
- Be sure to include Equal Opportunity Employer statement
- Other items you may consider including:
 - Salary range
 - Benefits
 - Zip code and cultural information
- Sample Job Advertisement



Where to Advertise?

- Answer: It depends on the position and your location.
- Goal: Get as many candidates to see your advertisement as possible.
- Where do some of your past jobs?



Advertising Options

- Newspapers
- Online/Internet
- Social Networking
- Organization bulletin boards
- Word of mouth
- Recruiters
- Employment agencies
- Educational fairs
- Professional publications and associations



Newspapers

- Pros
 - Great for positions where there are many individuals with the skills
 - Great for geographic recruiting, if many qualified candidates are located in your area
- Cons
 - Not good selection for more specialized skill sets and experiences (often need larger coverage area) ex: Director Positions
 - Can be expensive
 - May have limited words
 - Newspapers have decreasing subscriptions – less people use the newspaper



Online Advertising

- What is this? Advertising on the internet (i.e., PeoriaHelpWanted.com, Monster.com, Careerbuilder.com, posting on your own website, ALS' website, etc.)
- Pros
 - Can be economical
 - May reach a large number of individuals
- Cons
 - Can be expensive depending on the site you use
 - May be limited in the number of individuals that see the advertisement
- Complement recruiting to limit the sites to allow your organization to obtain a better return on your expense.
 - Lifestyle sites
 - Education sites
 - Professional sites
 - Niche sites
 - Geographic sites
- Again, we want to get as many candidates as possible



Social Network Advertising

- What is this? Using social networking sites to advertise. (i.e., Twitter, Flickr, Facebook, YouTube, etc.)
- Pros
 - Allows organization to more directly connect with its audience
 - Inexpensive (no cost to post)
- Cons
 - Takes time and commitment
- Helpful tips in beginning to use social networking in recruiting (from CareerBuilder website)
 - <http://thehiringsite.careerbuilder.com/2009/06/25/careerbuilders-top-ten-best-practices-for-using-social-media-as-a-recruitment-tool/>



Organization Bulletin Boards and Word of Mouth Advertising

- Organization Bulletin Boards
 - Pros
 - Easy to do
 - Inexpensive
 - May reach qualified/best candidates (depends on position)
 - Cons
 - May not reach qualified/best candidates (depends on position)
- Word of Mouth Advertising
 - Pros
 - Easy to do
 - Inexpensive
 - Great promotional opportunity – may get many qualified/best candidates
 - Cons
 - May not reach qualified/best candidates
 - Nepotism concerns



Recruiters and Employment Agencies

- Recruiters
 - Pros
 - Good for higher level positions
 - Expertise
 - May receive many qualified candidates
 - Cons
 - Expensive
 - Not appropriate for many positions
- Employment Agencies
 - Pros
 - Expertise
 - Limited time involved
 - May get great candidates
 - Cons
 - May be expensive
 - May not get many qualified/best candidates



Educational Fairs and Professional Publications and Associations

- Educational Fairs
 - Pros
 - May get many qualified/best candidates
 - Meet candidates in person (pre-screenings)
 - Cons
 - Time and expense commitments
 - May not be appropriate for all positions
- Professional Publications and Associations
 - Pros
 - May get many qualified/best candidates
 - Covers a large geographic area
 - Better for higher level positions or those with specific technical skill requirements
 - Cons
 - May not be useful for all positions
 - May be expensive



Questions?

- You can contact me at

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- Next Personnel Management Seminar is on Tuesday, September 1, 2009 at 10:00 a.m. in WIMBA. We will be discussing Creating and Evaluating Applications.
- Held the first Tuesday of every month in WIMBA



Resources

- Gasparly, Stephanie. "CareerBuilder's Top Ten Best Practices for Using Social Media as a Recruitment Tool." (June 25, 2009). [Careerbuilder.com](http://thehiringsite.careerbuilder.com/2009/06/25/careerbuilders-top-ten-best-practices-for-using-social-media-as-a-recruitment-tool/). 9 July 2009. <<http://thehiringsite.careerbuilder.com/2009/06/25/careerbuilders-top-ten-best-practices-for-using-social-media-as-a-recruitment-tool/>>.
- How to Recruit Using Websites. (November 4, 1999). [Business and Legal Reports](http://hr.blr.com). 9 July 2009. <<http://hr.blr.com>>.
- How to Write Job Descriptions. (2003). [Business and Legal Reports, Inc.](http://hr.blr.com) 9 July 2009. <<http://hr.blr.com>>.

