

ADVERTISING AND RECRUITING TIPS

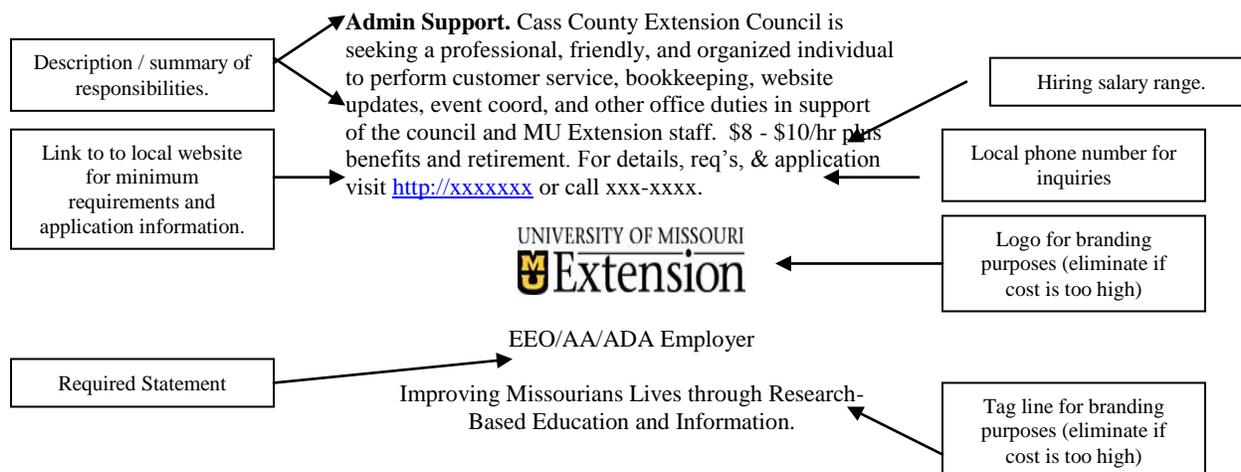
- 1) **Job Description.** Begin with an up-to-date job description. Job descriptions can be very useful to employers, employees and job applicants. During the recruiting stage the job description can help describe the job duties and responsibilities.
- 2) **Advertise in the Sunday newspaper.** Sunday issues generally cost more, but they have the higher ratio of job seekers. Ask the newspaper for deals and rates. Many newspapers charge less for consecutive day advertising than for single days.
- 3) **Save money on print advertisements by:**
 - a) Refer candidates to the website for minimum requirements. This will cost less than listing out the minimum requirements of the position in newspaper advertisements.
 - b) Abbreviate when possible. Common abbreviations include:

ASAP	As Soon As Possible
/hr	Per hour
\$22K	\$22,000 Annually
DOE	Depending On Experience
AA	Affirmative Action
EEO	Equal Employment Opportunity
 - c) Eliminate the logo and tag line if necessary due to costs involved. However, if possible, keep this information in order to promote extension to communities. Remember – job advertisements are a form of promoting and marketing the organization. The logo will continue to help brand Extension and inform the community that Extension is in their area.
 - d) Place “classified line advertisements” instead of “classified display advertisements”. Line ads are less costly than display ads, and still get positive results.
- 4) **Advertise the job on the local web site.** Include a web job posting which provides candidates more details about the position. Promoting the local website address increases visitors to your website, thereby promoting MU Extension’s programs and services. *Reminder: once the position is filled, don't forget to remove the job posting on the website.*
- 5) **Closing date.** A closing date indicates that applications will not be received beyond the specified date. Otherwise, the positions is considered “open until filled”.

Advertisements may or may not include a closing date. One option is to include on the web posting a date of when applications will begin to be reviewed with an anticipated start date.

Ex: Applications will be reviewed starting July 25th, with an anticipated start date of August 29th.

6) **Sample Advertisement** - newspaper advertisements



7) **Sample Advertisement** - website posting

NOW HIRING!

Overview of the position.

Administrative Support. Cass County Extension Council is seeking a professional, friendly, and organized individual to perform customer service, bookkeeping, website updates, event coord, and other office duties in support of the council and MU Extension staff.

This position is an employee of the county's University of Missouri Council and is responsible for a variety of secretarial work and some office management for the county extension programs.

Position is located at xxxxxxx, is non-exempt, 40 hours per week with occasional overtime as needed. Regular work hours are Monday-Friday 8am-5pm.

Minimum qualifications as defined by the job description

Salary and benefits

Minimum requirements: high school diploma or equivalent, ability to type 50 words per minute with high accuracy, effective written and verbal communication skills, and proficient computer skills including word, Excel, and bookkeeping.

\$8 - \$10/hr plus benefits and retirement.

Dates (if desired) and contact information for inquiries & questions.

Applications will be reviewed starting xx/xx/xx, with an anticipated start date of xx/xx/xx. For more information or questions, please call xxx-xxx-xxxx, or email xxxxx@missouri.edu.

EEO/AA/ADA Employer