Placing Job Advertisements

When your department decides to hire a new or additional employee, the process is called “recruitment.” The form that initiates the recruitment process is called the “Request for Recruitment” form. On this form, please notice the box titled “Posting/Advertising.” It is in this section where you indicate whether or not you wish to announce or advertise your job opening in local or national newspapers and publications.

Once Staff Personnel Services announces an open job, it will be posted or announced in the Staff Personnel “EMPLOYMENT OPPORTUNITIES” flyer which is published every Monday. All open state-funded positions are announced here. This listing of open jobs is faxed to over 50 different CSU campuses, UC campuses, personnel offices, veterans’ employment centers, and other sites. However, if your department wishes to advertise your job opening to a wider audience, you can request additional advertising in local newspapers such as the Long Beach Press Telegram, Orange County Register, Los Angeles Times, La Opinion, L.A. Sentinel, or national publications such as The Chronicle of Higher Education.

If you choose to conduct additional “outside” advertising, here are a few guidelines:

Newspapers and Other Publications
Direct Expense Forms must be submitted with the Request for Recruitment package. One Direct Expense Form is required for each newspaper or publication in which you want to advertise. Ad copy must also accompany the Request for Recruitment.

If your Direct Expense Form and advertising copy are NOT attached to the Request for Recruitment package and submitted at a later date, we may not be able to place your ad in a timely manner.

Kim Verdugo (5-7013), our Personnel Services Analyst who is responsible for outside advertising, will be in touch with you regarding the cost of your ad. She will also need your final approval on the published ad copy.

If the advertising site or publication you want to use is free, a Direct Expense Form is, of course, unnecessary. However, simply mentioning this publication or
website in the Search Protocol is not adequate since we might inadvertently overlook your request. Please attach a brief note or memo to Staff Personnel Services indicating the "no cost" publication or website address, membership information (if required), or any other pertinent information about the website or specific publication so that we can facilitate the placement of the ad or work with you in completing this advertising. Your brief note or memo will call attention to the fact that you want to conduct additional advertising, and help us to track this.

**Website Advertising**
Staff Personnel Services works with AD CLUB, and AD CLUB represents most of the major job search websites. Our relationship with AD CLUB allows us to negotiate a competitive website advertising rate. However, it is likely that AD CLUB will not represent smaller, more "job specific" websites. If this is the case, Kim Verdugo from our office will contact you to discuss options. You can certainly place announcements on these websites, but the recruiter assigned to your specific job search before posting the ad must approve the ad copy. To avoid confusion, ads must always include the job number assigned by Staff Personnel, filing deadline, EEO statement, and appointment type.

We are also happy to make suggestions regarding appropriate, low or no cost advertising options, websites, and publications.