

*This document will be used to provide information about recruitment and advertisement for job postings.*

### Recruitment Plan

A recruitment plan is an approach to attract a pool of candidates who have the right combination of competencies, from which you can assess and ultimately select a qualified candidate for the specific position you are seeking to fill.

Key things to consider when developing your recruitment plan:

- **Target audience** – Who are you after, in terms of required competencies (knowledge, skills and personal attributes)?
- **Diversity** – Consider designating a posting for, or giving preference to a diversity group candidate.
- **Timing** – When is the right time to hire or post an advertisement, relative to other employers' recruitment initiatives targeting the same applicant pool (e.g. student recruitment)?
- **Content** - What details should be included in the job ad to attract qualified candidates?
- **Promotion** - Where should the job be broadcast (internal, external, out-of-province, international)?

### Write a Good Job Advertisement

#### Make it Easy to Read

A job ad should be clear, easy to read, keep the job seeker focused, and provide enough information to compel the job seeker to want to learn more, but not overwhelm.

Consider the following while drafting a job ad:

- **Bullet points** make text stand out and are easier to scan;
- **Bold font** can be used to highlight important information – **the eye is naturally drawn to it;**
- Use **clear headings and sub-headings** to categorize details and direct the eye to key areas of interest;
- Be as concise as possible. The shorter the bullet points, the easier to scan;
- Check for redundancies;
- Keep the language simple and avoid internal jargon and acronyms (e.g. do not use branch names, list reporting structures, etc.);
- Use key words that clearly demonstrate the nature of the role.

#### Provide Clarity of the Role

An effective job ad is a carefully crafted message whose aim is to attract the best qualified candidates for the job, by providing job seekers with a clear picture of how they can contribute in the role.

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Consider the following:

- Include a brief “a typical day in this position includes” statement, or a brief highlight of what the unit/branch is all about;
- Use bullet points to highlight key responsibilities and expectations of the job;
- Keep the competencies and experience at the top of the list.

### Engage the Job Seeker

**Job Title** - The key opportunity to capture the attention and motivate the job seeker to apply to your ad may lie in your position’s job title. The title should be clear, relevant and consistent with other similar job titles a job seeker might search for within that particular industry. For instance, a “Team Leader” position could be perceived as many different opportunities (e.g. Livestock Team Leader? Virology Team Leader? Curriculum Team Leader?). “Team Leader, Accounts Receivable Unit” provides much more clarity.

**Tone** - The language and tone of the job ad should be affirmative and welcoming. Rather than using phrases such as “*the successful candidate*” or “*the ideal applicant*,” consider using phrases like, “***In this exciting role you will be working with ...***” or “***Coming from a strong technical background, you will contribute to ...***”

**Candidate Perspective** - Consider the job ad from the candidate’s perspective. A candidate will want to know “what’s in it for me?” What is the most compelling aspect of the job that would appeal to the most qualified candidate? What would attract this person to apply for the job? Once you've decided on that compelling idea, write it into a statement.

#### Quick Tips:

- ✓ Speak to the candidate directly. Use the word “you”.
- ✓ Use active verbs, rather than passive.
- ✓ Try to avoid clichéd adjectives such as “dynamic,” “results-oriented,” or “highly-motivated”. It’s a given that you want someone with those attributes... You don’t need to specify that.
- ✓ An “About Us” section with the link to your ministry’s website will provide background to help the job seeker research your ministry and understand its mandate, culture and values.

**Use Key Words** - It is important to make the job ad suited to online search ability. Having the right keywords in a job ad is important to help a suitable job seeker find your ad and identify their relevant skills and experience. Job seekers often search for jobs online using keywords related to location, skills, job title, industry, organization, etc. Every job seeker is different; hence no two job seekers will search for the exact same keywords. The best keywords are typically skills that are technical, experience related or education focused.

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Effective keywords are typically:

- Technical skills (e.g. maintenance, electrical, child welfare, html, etc.)
- Experience (e.g. leadership, management, revenue, budgeting, etc.)
- Job titles (e.g. Agrologist, Social Worker)
- Education, certifications, licenses (e.g. mechanical engineer, CPA, etc.)

Ineffective keywords are typically soft skills or personal attributes, such as:

- Organized
- Proactive
- Team player
- Punctual

Using different words with the same meaning in your job ad is beneficial for keyword searches by job seekers. For example, someone might search for “**agrology jobs** in Saskatchewan,” or they may search for “**agriculture careers** in Saskatchewan” or “**agrologist jobs**”.

Your ad might include the following:

“Our **Agricultural** Operations Unit is expanding and we are ready to welcome a Land **Agrologist** to our team. If you are Professional **Agrologist** whose passion is **agriculture** and connecting with **farmers** and **producers**, then connect with us.”

This contains words that are more searchable from a candidate perspective and is, therefore, more likely to turn up in an online search by interested candidates.

### Broadcasting the Job Ad in External Media

There may be times where you need to promote a job beyond the Government of Saskatchewan Career Centre. Certain jobs may be hard to recruit and, therefore, may require the advertising net to be cast further.

To advertise a job listing beyond the Career Centre, you must think about the target audience you want to attract. Consider the following:

- Do they likely live in a city or a rural area?
- Would they belong to a professional association?
- Are they most likely to be recent post-secondary graduates or mid-career professionals?
- Do they likely get their information from websites or from printed materials?

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Should you decide that posting an ad beyond the Career Centre would be beneficial to your recruitment strategy, you may not want to post your traditional full length Career Centre ad. You should, therefore, develop another shorter advertisement that draws candidates in to the broader ad contained within the Career Centre. These types of ads are referred to as Job Listings.

### Guidelines for Job Listings

- Maximum of 800 characters (includes spaces, punctuation and line breaks);
- Include key phrases and sentences, or an excerpt of the full ad on the Career Centre to pique the interest of job seekers.
- Include the link to the full ad on the Career Centre to allow job seekers to gain more information.

### Timelines

Depending on where you post an ad, there will be different timelines that need to be considered, specifically the publishing deadlines of newspapers. These deadlines must be met in order for ads to be placed in paper media in a timely manner to suit your specific competition timelines.

Please check in advance with the PSC's [Advertising Coordinator](#) for specific deadlines when considering posting in other mediums. When posting in print media, or on other websites, be sure the dates your advertisement appears in such publications correspond with the dates that the actual competition will appear on the Career Centre.

For details about the list of external media options and an estimate of external advertising costs, please contact the PSC's [Advertising Coordinator](#).

**Note:** Posting in newspapers should be carefully considered, as they are no longer considered a viable option for recruiting candidates. Numerous internal studies by the PSC indicate newspaper advertising is not a cost-effective approach to recruiting candidates. In addition, rigid time constraints can create challenges as you will be required to submit advertising well in advance of a newspaper's deadline.

### LinkedIn Advertising

LinkedIn is the largest social networking site for professionals. It is a valuable resource for the organization to engage in broadcasting a job ad. Follow the process outlined below to post your job ad on LinkedIn:

- Follow the usual steps to creating a new requisition through Taleo.
- Under 'Advertisement for External Media (Job Listing)', select LinkedIn and submit the requisition.

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- PSC's Advertising Coordinator will post the job in LinkedIn and will contact the Hiring Manager to provide billing information. For an estimate of advertising costs associated with LinkedIn, please contact the PSC's [Advertising Coordinator](#).
- All job listings should direct candidates to the GOS Career Centre.
- Jobs posted on LinkedIn will appear in three areas:
  - On the Government of Saskatchewan LinkedIn company page, under the *Careers* tab;
  - Under the *Jobs* tab (searchable) of a potential candidate. Criteria identified in the job ad is matched to potential candidate profiles (i.e. such as professional experience, education, and location); and
  - On the right side of potential candidate home pages, under "*Jobs You May Be Interested In*".
- If you have a personal LinkedIn account, you may also forward your job posting to potential candidates within your own occupational and professional connections/ network.

### Other Websites

- There may be other websites that post jobs similar to the position you are staffing. These may be good options for targeting very specific industry groups. Prices will vary.
- Universities, colleges and other post-secondary institutions often have job boards where they will post jobs free of charge.
- Many professional associations have specific member sites and e-mail distribution lists. Depending on the association, they may post job listings on their website for a fee. Or, they may be willing to send out your job listing to their entire membership via e-mail.

For details about some websites and mailing lists, please contact the PSC's [Advertising Coordinator](#).

### Additional Recruitment Options

- Depending on the job and where your candidate pool will likely come from, you may want to discuss the opportunity directly with potential candidates (e.g. members of a local Human Resource association when staffing a Human Resource Consultant job).
- Ask people who currently or have previously worked in the role for potential recruitment sources.
- Ask colleagues about other recent staffing actions that may be similar to yours as you may be able to benefit from their recruitment strategy and applicant pool.