

Advertising your vacancy

Overview

- [Introduction](#)
- [Designing the advertisement](#)
- [The advertisement](#)
- [Communication channels](#)
- [Further information](#)
- [Disclaimer](#)

Introduction



The search for suitable candidates and the process of advertising a vacancy needs to be undertaken carefully so as to ensure the best response at the least cost to the organisation. The object is to get a good selection of high quality candidates for the role. First consider whether the vacancy should be advertised internally or externally. Both approaches have advantages and disadvantages:

Internal recruitment from the existing workforce

This method can have the advantage of building on existing staff's skills and training.

It is a good way to retain valuable employees whose skills can be further enhanced. Other advantages include the opportunity for staff to extend their competencies and skills to the benefit of both the organisation and the individual. It can also be a cheaper and faster approach than recruiting externally. However, an over reliance on internal recruitment could risk stagnation in your workforce and result in a lack of diversity

External recruitment from outside the organisation

This method can have the advantage of reaching a wider range of potential applicants who have desirable qualifications and skills that could benefit your organisation.

External applicants will also bring new ideas and useful experience from working in other organisations. However, external recruitment is more expensive and time-consuming than internal recruitment and you will need to factor in inducting and training the new staff member.

Consider carefully whether the vacancy should be offered internally or externally (or both) and, if the role is grant funded, make sure you check whether the funder has any requirements in relation to recruitment.

Designing the advertisement

Once you have decided your approach to recruitment, you will need to design your advertisement. This should include:

- How applicants are to respond – by application form, telephone, in person at the organisation or agency, by letter, by email, by tape or Braille
- Who is to be responsible for sifting the applications? What is the selection process going to be?
- If interviews are to be held, when will they be and will everyone who needs to be involved be available?
- Are selection tests to be used? Is there the expertise to administer them and ensure they are non-discriminatory and appropriate?
- Are references/medicals to be requested?
- Will any DBS checks be required for the role?
- Are arrangements in hand to give prompt acknowledgement of applications received?

EHRC – Positive Action in the Workplace

If you are intending to take Positive Action to attract candidates from particular groups, please see the [guidance from the EHRC](#)

The advertisement

All job adverts must comply with the Equality Act 2010 and avoid language that could be seen as discriminatory.

Any advertisement needs to be designed and presented effectively to ensure the right candidates are attracted. Look through national, local or professional publications and see what advertisements catch the eye.

Advertisements must be tailored to the level of the target audience, and should always be clear and easily understood. They must be non-discriminatory, and should avoid any gender or culturally specific language.

All job adverts must comply with the Equality Act 2010 and avoid language that could be seen as discriminatory.

To support this, the organisation should include in the advert its statement of commitment to equal opportunities, which will underline the organisation as one that will welcome applications from all sections of the community.

If you are a registered company or charity it is best practice to place your registration numbers on any advertisements. If the post is externally funded, you may also be expected to include the logo of the funder on your advertisement.

Consider the following factors in the advertisement:

- If the organisation is well known, does it have a logo that could feature prominently in the advertisement? Make the advertisement consistent with the company image
- Should the job title be the most prominent feature?
- Keep the text short and simple while giving the main aspects of the job, pay, career prospects, location, contract length
- What benefits can the organisation offer? Pension, training, flexible working, annual leave etc.
- Can specific details – such as pay, qualifications and experience required – be given in a way which will reduce the number of unsuitable applications?
- Is it possible to avoid generalisations such as ‘attractive salary’, or ‘appropriate qualifications’ which may discourage valid applications?
- Can you provide job details on tape or in Braille and accept applications in a similar format?
- Is the form of reply and the closing date for applications clear? Is there a contact name and phone number for further information and enquiries?

All advertisements should carry the same information, whether for internal or external use.

Discrimination in job adverts

You must not state or imply in a job advert that you’ll discriminate against anyone. This includes saying that you are not able to cater or workers with a disability.

Only use phrases like ‘recent graduate’ or ‘highly experienced’ where these are actual requirements of the job. Otherwise you could discriminate against younger or older people who might not have had the opportunity to get qualifications.

Where you advertise might cause indirect discrimination – for example, advertising only in men’s magazines.

For more information on discrimination in job adverts see: UK Government: Preventing Discrimination

Communication channels

There are a range of communication channels available and you should consider your budget, what is most appropriate for the role and the target audience.

Smaller organisations may benefit from posting vacancies on local community networks, local CVC websites, and free bulletin boards.

Ensure consideration is given to underrepresented groups and different geographical regions, especially if you operate across Wales or recruit for remote roles.

On-line advertising



The majority of roles will now be advertised online. There are numerous online recruitment websites, and e-bulletins, including those specialising in the voluntary sector, such as [Recruit 3](#) and [Charity Job](#).

Remember as well to advertise your vacancies through your own social media channels, including LinkedIn, Facebook, and Twitter; your followers can share your advertisement and it will gain a wide, free circulation.

Job centre plus

Will advertise vacancies through their Universal Jobmatch service. They also administer some of the Government training programmes.

The Disability Service Team staff at Job Centres can help address the specific requirements of attracting disabled people.

Commercial recruitment agencies

Often specialise in particular types of work, e.g. secretarial, office work, industrial, computing, and may already have potential applicants registered with them.

Executive search organisations

Usually working in the higher management/specialist fields, will seek out suitable candidates working in other companies by direct approach, or via specialist advertising.

National and regional newspapers

Advertising in the press is expensive, but likely to produce a good response for particular, specialist vacancies. Most newspapers are also published online which means that your advertisement will reach a wider audience than the geographical region in which the newspaper is sold.

Specialist and professional journals

Less expensive than the national press, these journals can guarantee to reach the precise group of potential applicants for specialist and professional vacancies.

Local newspapers and radios

For less specialised jobs, or to target groups in a particular local area, advertisements in the local media may produce a good response.

Local schools, colleges and the careers service

Maintaining contact with schools, colleges and careers advisers will ensure that the organisation's needs for school/college leavers with particular skills and abilities are known.

If you are seeking to recruit from this group, it can be particularly useful to offer students the opportunity to spend some time at the company, on work experience, or 'shadowing'.

You could also consider offering paid internship opportunities to enable young people to gain experience of working in your organisation.

Further information

Recruit3

www.recruit3.org.uk

ACAS

[Tel: 08457 474747](tel:08457474747)

www.acas.org.uk

Home Office UK Border Agency

[Tel: 0300 123 4699](tel:03001234699)

www.ukba.homeoffice.gov.uk

Health and Safety Executive (HSE)

[Tel: 0300 003 1747](tel:03000031747)

www.hse.gov.uk

Information Commissioner's Office

[Tel: 0303 123 1113](tel:03031231113)

www.ico.org.uk

Disclaimer



Third Sector Support Wales is a network of support organisations for the whole of the third sector in Wales.

It consists of the 19 local and regional support bodies across Wales, the County Voluntary Councils (CVCs) and the national support body, Wales Council for Voluntary Action (WCVA).

For further information contact

<https://thirdsectorsupport.wales/contact/>

The information provided in this sheet is intended for guidance only. It is not a substitute for professional advice and we cannot accept any responsibility for loss occasioned as a result of any person acting or refraining from acting upon it.