



Writing the Position Advertisement

The position advertisement, or job posting, is the document that lets potential applicants know about the job opening. While it incorporates information from an assignment of responsibility, position description (non-faculty), and specification of qualifications, the **position advertisement:**

- Typically includes less detail regarding responsibilities of the position.
- May provide more information regarding the organization (FSU) and the broader community (e.g. Tallahassee, Panama City, etc.).

The goal is to attract the broadest possible pool of highly qualified candidates. To achieve this end, make sure the language of your advertisement is inclusive and avoid overly narrow criteria that could unnecessarily narrow your applicant pool. Targeted advertising in venues focused on underrepresented groups is equally as important as traditional advertising and can help combat “pipeline problems.”

Required Elements

The following information **must** be included in the job posting used to advertise the position:

- Position title and department/unit name.
- Explanation of position’s duties.
- List of all required and any preferred qualifications. (*Per DOL guidelines, foreign nationals must meet all preferred qualifications to be hired.*)
- Steps on how to apply.
- Criminal history background check requirement.
- Deadline for receipt of application or “open until filled” language.
 - The application deadline must be strictly followed. Usually, the postmark of the applicant’s application must precede or be the same as the deadline in the advertisement.
 - Flexibility in posting can be achieved by including “preferably by” before the closing date. This permits deadline flexibility, while giving applicants a reasonably precise closing date. Alternatively, departments could include the statement, “Late submissions will be considered if suitable candidates are not identified by the deadline.”
- Contact information for a person who can answer questions about the search (usually the search committee chairperson).
- The university’s mandatory EEO & affirmative action statement:

FSU is An Equal Opportunity/Access/Affirmative Action/Pro Disabled & Veteran Employer. FSU's Equal Opportunity Statement can be viewed at:

http://www.hr.fsu.edu/PDF/Publications/diversity/EEO_Statement.pdf

Optional Elements

The following information **may** be included in the advertisement:

- Position start date.
- Salary range.
 - Salary information may be omitted, or phrases such as; salary is “competitive,” “commensurate with qualifications,” or “commensurate with degree and experience” can be used.
- A brief description of FSU, with emphasis on the diversity among faculty, students, and surrounding community.
- The credentials which each applicant is expected to submit (e.g. curriculum vitae, publications, number and type of references) may be included in the position description or in a letter sent to applicants who apply or have been nominated for the position.
- Request for references.

Special Considerations

If a department wishes to hire a foreign national and sponsor the individual's application for work authorization, **there are federally required recruitment and advertising guidelines that apply throughout the search process.**

Because many faculty searches yield qualified candidates who are foreign nationals, we recommend that departments conduct the recruitment process according to Department of Labor (DOL) guidelines **from the beginning**. If a department does *not* conduct their search in compliance with the DOL's guidelines and *later* decides to sponsor a foreign national's application for a green card, **the department has to re-do the entire search process**, which may require more stringent guidelines!

Refer to the *International Applicants* handout in the faculty search toolkit for information on DOL requirements.

The FSU **Center for Global Engagement** provides assistance with legal requirements for international searches and hiring foreign nationals.

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