

Recruitment advert template guidelines

An introduction to the system for writing
and submitting staff recruitment advertisements

These guidelines are usually distributed
with the template itself, but if you do not
have a template you can download one from:

www.reading.ac.uk/humres-advert.aspx

 For more information, please contact:

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www.reading.ac.uk/humanresources

How to use the template



The form is in landscape format to make it easier to view on-screen.

1 Getting started

The new recruitment advert template is available online at www.reading.ac.uk/humres-advert.aspx

This is a Microsoft Word template, which means that when PC users double-click the file, a new document called 'Document 1' will be created. This new document is a normal Word file, but is based on the recruitment advert template. You can save this document anywhere you wish. Every time you need to create a new job advert, you can simply double-click the original template to create a new file.

NB Mac users must place this file into their Microsoft Office 'My Templates' folder and open it from within Word in order to use it properly.

2 About the columns

The template contains several columns, each of which has a different function:

Field name: this tells you what information we need.

Your content: you type your text in here.

Example content: real text from an existing advert to give you an idea of what to aim for in terms of content. This text is provided as a reference only and will not be printed in your advert.

Status: tells you whether a field is required, optional or for Human Resources only. The status of some fields depends on whether you have opted for formal or informal enquiries.

Notes: spells out in detail the kind of text that you will need to write for each of your answers, as well as other useful tips on any special features of the selected field (eg approximate word counts, explanations of the drop-down options).

3 'Solus' adverts and 'Composite' adverts

When your advert appears on its own in a publication, it is called a 'solus' advert. When it is 'ganged-up' with a number of other vacancies within the same advert, this is called a 'composite' advert. The layout of the two adverts is similar but not identical. The main difference is the content – **the skills list is NOT included in composite adverts** – so you should write your copy for fields 11 and 12 in such a way that the removal of the skills list will not distort the essence of the job. The skills list will still be available in full within the person specification available online.

If there are other vacancies to be advertised in the same publication at the same time, your advert will appear in a composite format.

left: ‘Composite’ adverts include multiple jobs. Most adverts will be published as composites.

right: ‘Solus’ adverts only feature one job at a time.

University of Reading
www.reading.ac.uk/jobs

Press Officer
Communications Office

The appointment is permanent and full-time. It starts on 1 October 2006. Grade 2 – £31,274 to £36,959 per annum, with a pay award pending.

We need an experienced, talented press officer to help front our media relations team in this top research University – communicating to a wide audience, particularly through national, regional, local media.

You need the confidence to deal with all kinds of media enquiries and actively generate coverage. A strong all-round communicator, ability to make good decisions under pressure. Be able to show evidence of real success. Ability to assist in production and implementation of media strategy. Ref no. AP0634

Job Title
Department OR school OR unit

The appointment is full-time, permanent and starts on 1 October 2006. Grade 2 – £31,274 to £36,959 per annum, with a pay award pending.

Two or Three lines of job description can go here. We need an experienced and talented press officer to help front our media relations team in this top research University.

You need the confidence to deal with all kinds of media enquiries and actively generate coverage. A strong all-round communicator, ability to make good decisions under pressure. Be able to show evidence of real success. Ability to assist in production and implementation of media strategy. Ref no. AP0634

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We value a diverse workforce and welcome applications from all sections of the community

Quote the reference number online, at

www.reading.ac.uk/jobs jobs@reading.ac.uk
0118 378 6771 (voicemail)

University of Reading
www.reading.ac.uk/jobs

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The appointment is permanent and full-time. It starts on 1 October 2006. Grade 2 – £31,274 to £36,959 per annum, with a pay award pending.

We need an experienced, talented press officer to help front our media relations team in this top research University – communicating to a wide audience, particularly through national, regional, local media.

You need the confidence to deal with all kinds of media enquiries and actively generate coverage. Strong all-round communication, the ability to make decisions under pressure and show evidence of success are vital. You will also produce our media strategy.

You will have:

- at least 3 years experience as a journalist or Press Officer
- enthusiasm, ideas and ability to organise and prioritise own workload and build good relationships externally and internally
- strong, clear, concise writing skills both for releases and for contributions to our range of publications

Candidates with experience of or familiarity with Higher Education would be an advantage. Informal enquiries are welcome: call Sue Rayner on +44 (0)118 378 8005 or e-mail s.j.rayner@reading.ac.uk

Closing date for applications 24 July 2006

Further information and application forms are available at www.reading.ac.uk/jobs, or from:
Human Resources, University of Reading, Whiteknights,
PO Box 217, Reading, RG6 6AH,
Telephone 0118 378 6771 (voicemail)

Please quote reference number AP0634

We value a diverse workforce and welcome applications from all sections of the community

4 Filling in the template

Once you have created a new document, you can start entering the text for your advert. All text should be typed into the column entitled ‘Your content’. All other columns and text are not editable. To fill in the template, enter information in the fields from 1 to 18 (some fields are optional, as marked in the ‘status’ field).

When you first create your file, each row in the ‘Your content’ column contains one of two kinds of text to advise you. It will either have text in [square brackets] or text in a drop-down menu. Text in square brackets can be typed over, whereas in a drop-down menu you must pick one option from the list presented.

You can move from one field to the next either by using your keyboard (tab or down arrow take you down the template, up or shift-tab take you up a field), or by triple-clicking the text in the field that you want to write in. Fields with a blue background through them are for use by Human Resources only and are not editable.

Some fields have maximum character counts imposed on them. Information about these can be found in the ‘Notes’ column.

responsible for running and
assistant.

You will have:

- experience of working in an adm and financial administration are
- excellent communication skills a
- a good working knowledge of M Powerpoint and the internet

Applicants with previous experienc environment would be welcome.

The skills list outlines the qualities that you are looking for in applicants, but it only appears on solus adverts and not on composites, so you should **not** use it to explain the core features of a job.

5 The skills list

Fields 13a–f form the skills list. Each field is a bullet point outlining a skill or qualification that you would expect or like applicants to have. Although the skills list will appear in the form of a bullet list, there is no need for you to input bullets manually, these will be automatically generated by the advertising agency (and by the preview page at the bottom of the document). The skills list will always be introduced with the phrase ‘You will have:’, so try to write each point as a continuation of that sentence. For example: ‘(You will have:) exceptional communication skills’.

You must include a minimum of 3 points in the skills list, but you can include up to 6 if you need to.

The skills list is only included in ‘solus’ adverts (see [section 3](#))

Human Resources 

[insert job title]

Employing unit: [insert unit name. Only ONE unit name is allowed]
 Start date: as soon as possible
 Closing date: [DD Month YYYY]
 Interview date: [DD Month YYYY]
 Reference number: [HR to insert]
 Post type: full-time, permanent
 Hours: [not applicable]
 Hours type: [not applicable]
 Pay grade: [insert grade number(s)]
 Pay scale: £30,000 to £30,000 per annum
 Salary notes: Pay award pending

[insert text]
 [insert text]

You will have:

- [insert bullet point text]
- [insert bullet point text]
- [insert bullet point text]
- [delete if not applicable]
- [delete if not applicable]
- [delete if not applicable]

[delete if not applicable]

Informal contact details
 Contact role: [insert role]
 Contact name: [insert name]
 Contact phone: +44 (0)118 XXX XXXX
 Contact email: [insert address@reading.ac.uk]

Alternative informal contact details
 Contact role: [insert role]
 Contact name: [insert name]
 Contact phone: +44 (0)118 XXX XXXX
 Contact email: [insert address@reading.ac.uk]

Formal contact details:
 Further information and application forms are available at www.reading.ac.uk/jobs
 or telephone 0118 378 6771 (voicemail).

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The new preview page lets you see clearly the text that will be used in the finished advert

6 Using the preview

The preview feature lets you view the complete text of your advert in an easily accessible format that you can also print for your records. Two previews are included as the final two pages of the template – one for the solus adverts and one for composites. You can also use the preview to check that you have filled out all the fields required.

Once you have completed the template and filled out the fields, go down to the previews at the end of the document. You will notice that at this point the page format changes from landscape to portrait. The preview pages are full of references to the data that you have already typed in. When you first view this page, the text may look as though it has not been updated to reflect what you have just typed in. In order to update the preview, select all the text on the preview page at once and press the **F9** key in the top row of your keyboard. All the fields will now update. Fields will also update automatically when you print the file.

NB Mac users should press **Alt-Shift-Apple-U** to update fields, instead of **F9**

7 Submitting your advert

Once you have completed your advert, you can simply save the Word file and send it back to Human Resources as an email attachment.

Contact us

If you have any questions about the content of your advert, or about the advert process, please contact Sue Cadman in Human Resources at s.e.cadman@reading.ac.uk

If you have technical questions about how to operate this template, please contact James Lloyd at j.c.lloyd@reading.ac.uk