

## RECRUITMENT ADVERTISING PROCEDURE

This procedure details the arrangements for recruitment advertising. The procedure is mandatory and must be followed for all external recruitment advertising.

### OBJECTIVES AND SCOPE

- To provide guidance on the arrangements to be followed for external advertising of vacancies
- To inform Line Managers, HR Managers and Administrators of the mechanisms, following completion of the approval process
- For notifying vacancies and for instructing the advertising agency where external recruitment is relevant.

### APPLICABILITY

- This procedure is applicable to all permanent vacancies.

### RESPONSIBILITIES

#### The Line Manager,

- Will identify the need to recruit, and prepare the job and person specification, taking due account of working patterns, working hours and the key factors of the post. Any special requirements should be specified.
- Will obtain the necessary approvals to enable recruitment to proceed, and for the offer to be made.
- Will undertake or participate in the short-listing and recruitment selection process.

#### The Human Resources Manager

- Will ensure that the appropriate approvals to recruit have been obtained, and should agree the recruitment brief, job requirements and the draft advertisement with the Recruiting Manager;
- Determine the terms and conditions, and the benefits package appropriate to the role, agreeing the appropriate salary range with the Line Manager.
- E-Mail or fax a copy of the recruitment brief, job requirements, draft advertisement, the appropriate salary range and the budget code to the Recruitment Agency, copied to the Head of Recruitment.
- Discuss the most appropriate media to be employed with the Agency; such media

may include press, specialist journals, internet, local radio or television. Due consideration of the time-scales, cost effectiveness and previous responses should be given.

- Review the advertisement for compliance with all requirements imposed by legislation and Company Policies and Procedures.

#### The Head of Recruitment

- Will approve the release of the advertisement subject to the necessary approvals having been obtained, and consistency with current resourcing requirements.
- Monitor the process and the operation of the procedure.

#### The Advertising Agency,

- Will undertake a check on the suitability of the media proposed and confirm receipt of the information submitted.
- Will check the accuracy and relevance of the copy; or brief a copywriter as below
- Will brief a copywriter and creative team and then fax or E-Mail the copy to the submitting Human Resources Manager for comments or amendment;
- Will submit the costs and proof copy to the Recruiting Human Resources Manager and to the Head of Recruitment.
- Will ensure that the advertisement complies with all requirements imposed by legislation and this procedure.

### PROCEDURE

#### New permanent opportunities

- The Line Manager will identify the need to recruit, and prepare the job and person specification, taking due account of working patterns, working hours and the key factors of the post.
- The Line Manager will ensure that sufficient budgetary provision is available for the recruitment and advertising costs, and for the subsequent employment of successful candidates.
- The Line Manager will obtain the necessary approvals to enable recruitment to proceed, and the offer to be made; and submit the documentation to the local Human Resources Manager.
- The Human Resources Manager must ensure that the appropriate approvals to recruit have been obtained, and should agree the recruitment brief, job requirements and the draft advertisement with the Recruiting Manager having reviewed the content for conformity with Legislative and Company Policy requirements.
- The Human Resources Manager must liaise with the Recruiting Manager regarding the appropriate salary range, terms, conditions, and discretionary benefits

appropriate to the role.

- Under normal circumstances, all positions will be advertised internally. If this does not secure an appointment, external advertising will then be used. If local recruitment knowledge indicates that the internal process will not prove successful, or where particular circumstances apply, external recruitment may be undertaken with the agreement of Human Resources.
- Where external recruitment is to be utilised, an E-Mail or fax of the recruitment brief, job requirements, draft advertisement and the appropriate salary range must be despatched, normally by the Human Resources Manager, to the Recruitment Agency using the pro-forma request form. The pro-forma must be copied to the Head of Recruitment.
- The Advertising Agency will undertake a check on the suitability of the media proposed and confirm receipt of the information submitted to the local Human Resources Manager.
- The Human Resources Manager will discuss the most appropriate media to be employed with the Agency; such media may include press, specialist journals, local radio or television. Due consideration of the time-scales, cost effectiveness and previous responses should be given.
- The Head of Recruitment or the Human Resource Manager will only approve the release of the advertisement if the necessary approvals have been obtained and if the budgetary provision is confirmed as being available.
- The Head of Recruitment will monitor the process and the operation of the procedure.
- The Recruitment Agency will check the accuracy and relevance of the copy. If agreed and if appropriate the agency will brief a copywriter and creative team and then fax or E-Mail the copy to the submitting Human Resources Manager for comments or amendment.
- The Recruitment Agency will ensure that the text complies with all requirements imposed by legislation and procedure.
- The Recruitment Agency will submit the costs and proof copy to the Recruiting Human Resources Manager and to the Head of Recruitment, arrange booking of the medium selected and ensure safe arrival of script and any artwork.
- The Recruitment Agency will provide a voucher copy of the advertisement to the Human Resources Manager submitting the instruction and will furnish the invoice to the address indicated on the request form.