

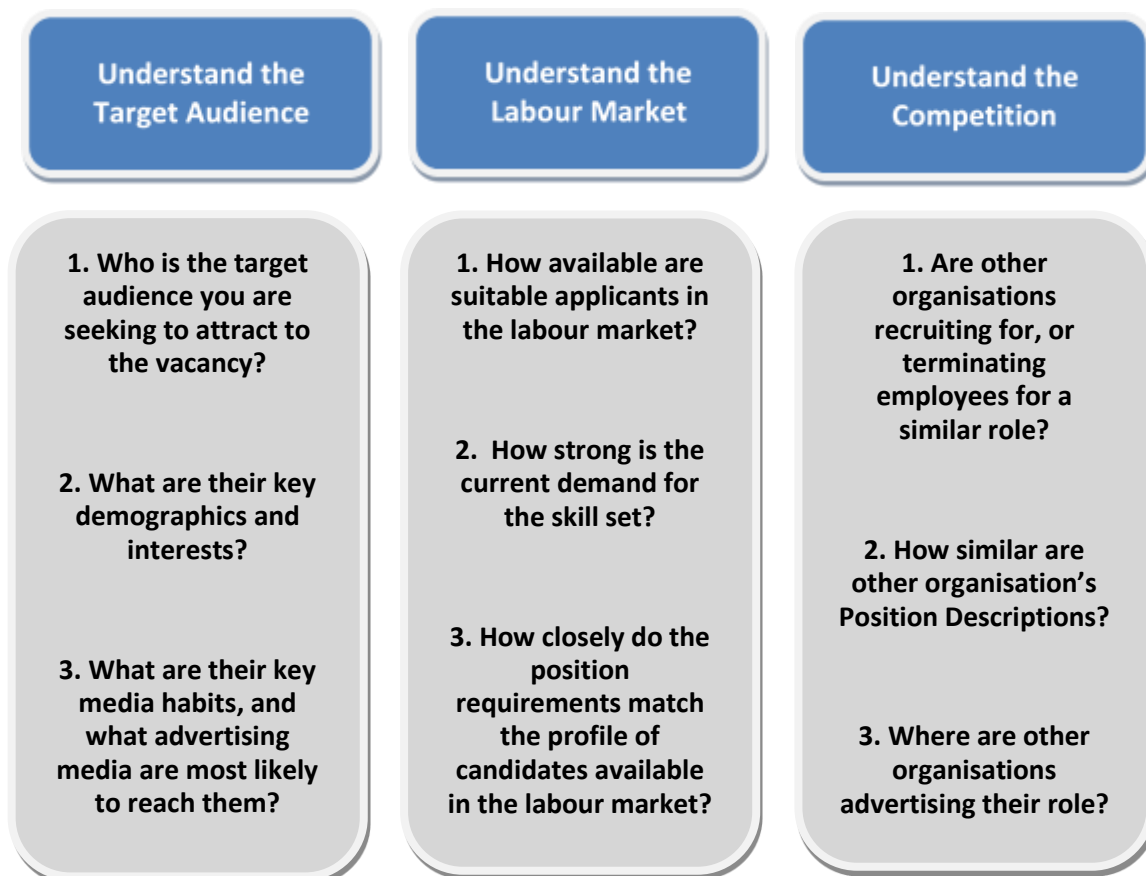
ACTPS Recruitment Policy and Guidelines

Tool 5 – Recruitment Advertising

Recruitment Strategy

A recruitment strategy can be defined as a formal plan of action to successfully identify, recruit, and hire high-quality applicants. It includes recruitment advertising but is much more comprehensive. One consideration is that job advertisements are published in the public domain, so they can be used as positive exposure for the ACTPS in the broader community. Careful thought needs to be given to the information published and the messaging. Recruitment advertising will make people aware of an ACTPS vacancy and should encourage a wide range of suitable applicants, so that the most suitable applicant/s are selected.

When determining an advertising strategy, consider the following:



Selecting an Advertising Strategy

It is a legislative requirement that all permanent ACTPS vacancies, and temporary vacancies of six months or longer, are advertised in the online ACT Government Gazette, incorporated on the JobsACT [website](#). The JobsACT website is a central, recognised platform for all ACTPS recruitment advertising.

However, in circumstances where attracting applicants from outside the ACTPS is required, and considering the above, it is necessary to utilise additional advertising methods to attract suitable external applicants. There is a skills / talent shortage in many specialist areas and many organisations compete for this talent. In the Canberra employment market, the ACTPS is competing for most of the same skills as the APS Commonwealth agencies, and we need to position the ACTPS as competitive.

It is important to consider two different audiences. Active applicants are those who are actively currently looking for a new position, and will be searching job advertising websites, like JobsACT and SEEK, and actively tapping into their networks and contacts. Passive applicants are those who would move jobs if they were approached or offered an ideal new opportunity, but who are not actively searching for a new position. When designing the advertising strategy, it is important to consider how this passive audience may be reached. This could be through word of mouth, professional networking, key people promoting the role on their LinkedIn profiles.

Online recruitment websites are a cost-effective method and have the potential to reach a diverse and broad audience, and allows comprehensive information about the vacancy and the ACTPS to be provided. This is where most applicants search for positions.

The use of print media for recruitment advertising is outdated, and must only be used for certain positions or employee groups where it is considered advantageous or relevant. This is due to the limited reach and high costs associated with print media advertising and the limited successful recruitment outcomes obtained.

Shared Services Recruitment can provide further advice relating to the scope of recruitment advertising services available.

Recruitment agencies may be useful to consider when the talent being sought is scarce in the market, and other recruitment methods have not been successful.

Writing a Recruitment Advertisement

An effective job advertisement is crucial in attracting the desired suitable applicants for the position. There is a high correlation between attractive advertisements with accurate and complete information about the organisation, business unit and most importantly about the role; and successfully recruiting the best applicant/s for the position/s.

Before writing the advertisement

Before beginning to write the advertisement, collect as much information as possible about the position being advertised and the availability of the required skills and capabilities in the labour market. Consider the level of the role and potential career progression opportunities, and the type of applicant who may find this attractive.

Consider the profile of suitable candidates available in the labour market and what might attract them to the position. View the recruitment advertisement from an applicants' perspective and consider the information and language that would entice suitable applicants to submit an application.

What are the "Unique Selling Points" of the position, i.e. what makes it exceptional and therefore an attractive proposition when compared to other similar positions available at other organisations? What are some of the benefits?

Conduct some research and review advertisements for similar positions, so that you understand the competitive landscape.

Advertisement Specifics

For consistency, all ACTPS recruitment advertisements should have a similar layout, and should contain the following elements:

1. **A Position Title as the heading** – this is one of the most important sections of your advertisement as it is the first item potential applicants see, and it needs to be informative and attractive enough for them to want to read further. The heading and position title should be accurate and contain sufficient information about the position. Use terminology that is meaningful in the local, interstate and international labour market and avoid using ACTPS jargon. If applicants cannot tell from the title what the position does, they will not be interested enough to apply. When searching for jobs on career websites, applicants often use key words to search, so be sure to consider this when choosing the title. In order to provide applicants with an accurate idea of what the job entails, it is best practice to include details of the division or branch if relevant. For example, rather than using "Policy Officer" use "Policy Officer - Governance and Business Branch", and rather than using "Team Leader", use "Team Leader – Procurement".
2. **Classification and salary range** – this information will include the classification level of the advertised position and appropriate salary range for the classification. Include information about benefits because this may make the position more attractive. An example is "Flexible work arrangements and generous leave entitlements".
3. **Position Description** – this should provide details of the accountabilities, duties and responsibilities of the position and detail where the role fits into the Directorate structure. An applicant should be able to read the Position Description, understand the type of work they will be doing and decide if they have the skills and capabilities required for the role. For all recruitment advertisements for ACTPS, the Position Description is attached to the advertisement.
4. Use a professional **writing style** and ensure that all relevant information is included and is correct. It is okay to reflect the organisation's culture, but be sure not to use any discriminatory or offensive language. Ensure that all spelling and grammar is correct.
5. **Details of the contact officer** – this information should include a name, email address and phone number.
6. **The closing date and time, for applications.**

Structure the advertisement so that it is easy for applicants to read and understand. On the [Request to Advertise](#) form, include the following information in the following sections:

- **Details**

- Use the information from the Position Description as a guide, but do not just list the Capabilities. Use 2-4 sentences to summarise the **What you will do**, i.e. the key accountabilities and performance outcomes of the role
- Write 2-4 sentences to highlight the **What we require**, ie the critical, non-negotiable technical and behavioural capability requirements
- **Eligibility / Other Requirements**
 - This should summarise the mandatory or highly desirable qualifications, licences, certifications and registrations. Also mention if it is an **identified** position.
- **Note**
 - Use this space to provide important information to applicants about the recruitment process. Examples include if it is a JSC, if psychometric or other assessments will be used, how the order of merit will be applied or if applications are limited to ACTPS employees only. If it is a temporary contract, also include the length of the contract and if there is a possibility of the contract being extended or a possibility of the position being reclassified as permanent in the future.
- **How to apply**
 - **Provide very clear instructions and guidance for applicants** – detailed information about the documents applicants need to submit, i.e. Resume and written application and what format the written application needs to be in. Should the applicant review the PD and provide a 2-page written application matching their experience to the requirements of the role, or are there specific evidence-based questions they need to answer?
 - Do they email their application documents to the contact officer or do they apply via an online form?

External advertising

Before requesting an advertisement to be placed on external career websites, ensure that you have the approval of the financial delegate. It can take 2-3 days for external media to be published, due to the need to have the artwork prepared. There are also cut off timeframes for external advertising each week for some types of advertising.

Ensure that the advertisement is specifically formatted for each of the recruitment websites or other media. For example, if placing an advert on SEEK, it is advisable to add 3 dot points and a sentence before the body of the advert, to attract attention to the advertisement.

ACTPS and Directorate Branding

To ensure a consistent 'look and feel' for all ACTPS recruitment advertising, hiring managers are encouraged to consult the [ACT Government Branding Guidelines](#).

Things to Remember when writing a Recruitment Advertisement:

- ✓ Add a TITLE that will capture potential applicants' attention
- ✓ Keep text short and to the point – short paragraphs give added impact, and short sentences make it easier for potential applicants to understand your message
- ✓ Write text in plain, but professional language, and minimise the use of jargon, technical language and acronyms
- ✓ Provide links to the relevant Directorate website and JobsACT website for additional information
- ✓ Provide details of the contact officer, ensuring they will not be away during the advertising for enquiries
- ✓ If advertising multiple vacancies that have identical duties, classification level and salary range, do not duplicate advertisements, rather have one advertisement and note that there are several positions
- ✓ Include reference to particular job requirements such as rostered hours, early or later start and finish times, regular overtime, on-call availability, etc
- ✓ Include prescribed recruitment footnotes which may be relevant e.g. "this is a temporary vacancy with possibility of extension or permanency"

Attraction and Retention Incentive (ARIn)

Clause D2 of the Enterprise Agreement provides, in exceptional circumstances, and only when all other recruitment options have been exhausted, it may be appropriate to seek approval from the Head of Service for an employee or group of employees who occupy certain position/s, to be provided with Attraction and Retention Incentives that may differ from some of the general terms and conditions in their Agreements.

Such situations include recruitment for a position that requires a highly unique skill set and/or experience that is not readily available in the labour market, or where labour market data indicates that similar positions in other organisations, including Commonwealth agencies, receive much higher remuneration packages than what is currently offered by the ACTPS. There also has to be evidence that an exhaustive recruitment and selection process was conducted, and no suitable candidates were able to be identified.

If approval has been received to offer an ARIn for a position, the following steps must occur prior to advertising the position:

- The substantive classification of the role must have been assessed to be correct and must be one contained in the relevant Enterprise Agreement and cannot be at an Executive level;
- The Position Description and/or organisational structure of the business unit should be critically examined to assess if they can be adjusted to mitigate the need for the ARIn; and

- The role (or similar role) must have been advertised, or have been recently advertised, without an ARIn.

Where a position is advertised with an ARIn, the advertisement should include the full dollar amount offered, and clearly indicate that the ARIn is reviewable every twelve months. Therefore, an ARIn is not an ongoing entitlement and may be varied or ceased.

Please refer to the [ACTPS Attractions and Retentions Incentive Policy](#) or consult with the relevant Directorate Strategic HR area or Shared Services Recruitment for further advice on whether an ARIn would be appropriate and guidance on the required process.

Review

This document is an attachment to the ACTPS Recruitment Policy and Guidelines 2021 and is due for review in line with the policy.

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