

Human Resources



QUICK REFERENCE GUIDE (QRG)

How to Advertise a Job in the Right Channels

Attracting Qualified Talent Right for Yale

Yale *Learn and Grow*

FUNCTIONAL LEARNING

This Quick Reference Guide (QRG) is designed to support **Talent Acquisition (TA) Sourcing Specialists** through the process of posting the job advertisement (job ad) to sourcing channels that are aligned to the recruitment plan.

By the end of this learning you, will

- Review your role and responsibilities as a **TA Sourcing Specialist** in posting a job ad to approved sourcing channels to attract highly talented and diverse candidates.
- Apply the key steps you must take to get the job ad posted to target sourcing channels identified during recruitment planning.
- Examine best practices for posting a compelling job ad on different sourcing channels that will draw the right target candidates.

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AUDIENCE AND PURPOSE

Audience

This learning is for **TA Sourcing Specialists**. It demonstrates the steps in the process that the TA Sourcing Specialists must take to post a job ad to sourcing channels aligned to the recruitment plan, validated and finalized during the Recruitment Strategy Discussion (RSD), to attract highly talented and diverse candidates.

Purpose

Advertising a job that compels prospects to apply is a critical step in the Talent Acquisition Recruitment Process. Ensuring the job is advertised in sourcing channels that are aligned with the recruitment plan attracts qualified talent that’s right for Yale. A job ad should have both marketable and inclusive language to generate interest from highly talented and diverse applicants. Then, sourcing channels used determine who your job ad reaches – and ultimately, who applies and becomes a candidate for the requisition.

TA Sourcing Specialists must consistently follow the guidance and best practices outlined in this learning to effectively post a job ad in the proper sourcing channels that lead to optimal results.

UNDERSTANDING THE CONCEPT

What is the difference between a **Job Description**, a **Job Requisition** (job req), and a **Job Posting**?

While all these terms are interconnected, there are distinctions in each:

- **Job Description** – A job description summarizes the essential responsibilities, activities, qualifications, and skills for a role. The document describes the type of work performed.
- **Job Requisition** – The formal submission of information related to the job into Workday. It will contain content pulled from the job description.
- **Job Posting**– Parts of the job ad content that will be posted and made visible in advertising/ sourcing channels. Typically, there are differences in between what is posted internally versus externally.

STEP BY STEP PROCESS

I. Verify the Sourcing Channels to Post the Job

Refer to the established Recruitment Plan to identify the agreed-upon sourcing channels for posting the job, as aligned among yourself (TA Sourcing Specialist), the TA Partner, and the Hiring Manager. The recruitment strategy and plan were validated and finalized during the **Recruitment Strategy Discussion**. Keep in mind, since each hiring need is unique, the channels used to post a job will vary based on the talent they want to reach.

Start by understanding the ways Yale typically advertises a job:

- 1) **Yale Talent Work Requisition:** Parts of the job requisition, the job ad content, will be fed into Yale Talent Network.
- 2) **Automated Advertising (Job Scraping):** All requisitions that are posted on the Yale Talent Network external gateway are automatically advertised to some websites/job boards, at no cost to Departments. An example of this is LinkedIn, where TA has an enterprise account.
- 3) **Additional Advertising Channels (Free or Paid):** Requisitions can be advertised on free websites/job boards not included in automated advertising (job scraping) and can use paid advertising on websites/job boards (Note: Paid advertising is not done as a part of automated advertising even if the website/job board is included in automated advertising – e.g., Your requisition will automatically be posted to LinkedIn at no cost to you. However, paid advertising on LinkedIn to further promote your requisition will not automatically occur.).
- 4) **ListServs:** Departments are encouraged to share jobs within their networks, if they are members of a ListServ that allows job postings.

The TA Sourcing Strategy is typically an annual process defined by the TA Sourcing Team, then reviewed quarterly with the TA Leadership Team, then finally used to inform the development of the Recruitment Plan of each identified hiring need/role.

Some Best Practices for Consideration

- The TA Sourcing Specialist should be regularly collaborating with the TA Partner to address any sourcing and/or sourcing channel questions or feedback. A regular meeting cadence between TA Team Members is a good practice that should be established early on.

Understanding the Terminology

- **Candidate** – An applicant who has been screened and deemed eligible (qualified) for future consideration.
- **Sourcing Talent** – The act of seeking potential applicants for the Job Ad posting on various channels (as agreed upon during the Recruitment Strategy Discussion).

2. Verify the Requisition is Posted to Yale Talent Network.

The TA Partner is responsible for posting the requisition to Yale Talent Network. This critical step should occur before you (TA Sourcing Specialist) ever post the job to additional external sourcing channels.

Special Considerations for L34/35/Union Roles

- Departments with Union agreements have a pre-posting period of 2 weeks. During this time, only internal employees will be able to apply. It will be visible in Yale Talent Network during these two weeks for internals only and not be open to the external gateways until after this 14-day posting period.

For any more questions, consult with your HR Partner and/or Labor Relations.

3. Automated Advertising (Job Scraping) Occurs

All requisitions that are posted on the Yale Talent Network external gateway are automatically advertised on the following websites/job boards, at no cost to departments:

- [DiversityJobs](#)
- [Indeed](#)
- [Jobing](#)
- [LinkedIn](#)
- [Experteer](#)
- [SimplyHired](#)
- [Glassdoor](#)
- [ZipRecruiter](#)
- [Higher Education Recruitment Consortium \(HERC\)](#)

These websites use web scraping to collect job posting data directly from Yale's job postings on Yale Talent Network. **IMPORTANT!** There is no action required on the part of the TA or the Department.

The websites will share the job posting details on their websites with a link back to Yale Talent Network to allow visitors to their site to read the full job posting and apply if they are interested.

Special Consideration

- If a position has an internal posting period, advertising on other sourcing channels outside of Yale Talent Network cannot occur until the posting is on the external gateway.

For any more questions, consult with your TA Partner and/or the TA Sourcing Team.

After the previous steps are complete, you (TA Sourcing Specialist) can now post the job to the additional channels defined in the Recruitment Plan. This can include websites/ job boards that are free and not included in automated advertising, or can include paid advertising on websites/job boards regardless of whether they're included in automated, no-cost advertising.

Common websites/job boards not included in automated scraping include:

- **JobElephant (Free and Paid):** JobElephant is an advertising agency specializing in recruitment advertising for higher education. The TA team member can submit a request for advertising recommendations for free and paid ads based on the job, or just directly request that JobElephant post ads on our behalf. There is no additional cost for using JobElephant, but the Department will be invoiced for any paid ads that are purchased.
- **LinkedIn (Paid, Enterprise Account):** Directions below.

If there are additional channels (free or paid), that were defined in the Recruitment Plan (e.g., a specific sourcing channel that the Department is willing to pay for, a specific channel a Hiring Manager wants to post the job ad in, etc.), consult with your TA Partner and/or the TA Sourcing Team to ensure the job ad is posted in alignment to Yale and TA standards.

To post on Job Elephant, follow the steps below:

Note: Yale's main contact at JobElephant is Andy Boom (andy@jobelephant.com).

- 1) **Request Recommendations (if needed)**
Send an email to andy@jobelephant.com (Andy Boom at JobElephant) with the job description (specifically the "external job posting preview") and request recommendations. He will provide the recommendations along with associated costs. You can specifically ask for diversity sites to be included in the list of recommendations.
- 2) **Review Recommendations (if needed)**
Review the recommendations and determine which sites to proceed with posting to. You should consult with the TA Partner and Department as needed. If paid advertising is required, you should confirm that the Department has the budget to proceed with paid advertising.
- 3) **Request Ad Copy from TA Coordinator (if needed)**
If you would like to provide an ad copy to JobElephant (use sparingly), your coordinator will be able to prepare one.
- 4) **Submit Request to JobElephant**
Send an email to andy@jobelephant.com (Andy Boom at JobElephant) once you have identified which sites to proceed with – include the below information in your request:

Information to Include in Request

To: andy@jobelephant.com (Andy Boom at JobElephant)

CC: Department Contact Email

Subject: New Yale Campaign: Job Title, Dept Name, Req #

Body: For each ad, provide the following information:

- Site Name:
- Site URL:
- Cost / Length
- Department Contact to Send Invoice to
 - Department Contact Name:
 - Department Contact Email:
 - Purchase Order (PO) #: Please list XXXXXBR as the PO in the invoice

5) Receive Posting Confirmation

JobElephant will provide confirmation via email when ads are posted – it will be in response to the request email. They are also able to provide insights into the advertisement’s performance upon request.

6) Pay the Invoice

The Department contact will receive the invoice via email along with instructions to pay the invoice via the JobElephant portal. The TA Coordinator should monitor the JobElephant portal for unpaid invoices and follow up directly with Department contacts, as needed.

To post on LinkedIn, follow the below steps:

1. Search requisition # in Yale Talent Network.
2. Click on and open the req under the tab “Yale Talent Network Requisition Number”.
3. Click the “More” down arrow and select “View Job Apply URLs”.
4. Copy the “Yale Talent Network-External” link (double-check that link works before proceeding).
 - a. This link will be used to direct candidates from LinkedIn to Yale Talent Network.
5. Open LinkedIn Recruiter.
6. Select “Post a Job” in the top right corner.
7. Add all appropriate fields.
 - a. Make sure workplace type and employment type align with the Yale Talent Network job description.
 - b. Seniority level is based on Compensation Grade Profile, see below:
 - i. Entry Level – no experience required.
 - ii. Associate – anything below a Level 23.
 - iii. Mid–Senior level – Level 24 +.
 - iv. Director – any job title that states “Director”.
8. Copy and paste job description (Position Focus, Essential Duties and Requirements).
 - a. Utilize the LinkedIn Ad posting template to fill this portion.

9. Add skills based on job description (sometimes this will autofill, but double check).
10. Select “Direct applicants to an external site to apply” bubble.
 - a. Enter in the “Yale Talent Network-External” link copied from step 4.
11. Skip salary unless requested by the recruiter.
12. Add to a new Project and label as job title and req #.
13. Continue to the next page and select “Finish”.

Remember to:

1. Send/forward the link to the advertisement to the recruiter who requested it.
2. Add requests to LinkedIn queue Excel sheet.

LinkedIn and Job Elephant Ad Posting Template

Yale University offers exciting opportunities for achievement and growth in New Haven, Connecticut. Conveniently located between Boston and New York, New Haven is the creative capital of Connecticut with cultural resources that include three major museums, a critically acclaimed repertory theater, a state-of-the-art concert hall, and world-renowned schools of Architecture, Art, Drama, and Music.

Position Focus:

[Update with position focus from the Req]

The Director of University Financial Aid provides university-level guidance to University Officers, Deans, and senior financial aid officers in Yale College and the graduate and professional schools on issues related to the strategic development of financial aid policies and programs. Working within Yale’s decentralized academic environment and in close partnership with deans, faculty, and senior staff in offices across the university, the Director will drive discussions about financial aid strategy, policies, programs, and data systems. The Director will lead a team in the Office of University Financial Aid that serves as a primary resource for interpreting and implementing federal, state, and university financial aid regulations, systems support, and compliance and reporting.

Essential Duties:

[Update with essential duties from the Req]

The Director’s responsibilities incorporate three broad areas. 1. Strategic vision for University Financial Aid and guidance to university partners 1. Functions as a thought-leader, providing expertise and guidance to senior leaders and financial aid officers in all of Yale’s schools on the development and implementation of financial aid policies and procedures. 2. Leads meetings with and fosters collaboration among the financial aid officers in the schools on issues of mutual and overlapping interest to ensure effective and accurate service to students. 3. Oversees the development and administration of a Policies & Procedures manual, documenting best practices in areas of financial aid administration within the Office of University Financial Aid and in each of the schools. 4. Provides support to individual financial aid units to help resolve complex problems involving funding, awarding, and disbursement of funds. 5. Develops effective working relationships with senior campus leaders and strengthens partnerships with areas requiring integrated data, policies and processes, including Registrar, Information Technology Services, Admissions, Bursar/Accounts Receivable, Student Loan Office, Student Employment, Institutional Research, General Counsel, International Students and Scholars, Federal Relations, the Controller’s Office, and others.

LinkedIn and Job Elephant Ad Posting Template (Continued)

administration of a Policies & Procedures manual, documenting best practices in areas of financial aid administration within the Office of University Financial Aid and in each of the schools. 4. Provides support to individual financial aid units to help resolve complex problems involving funding, awarding and disbursement of funds. 5. Develops effective working relationships with senior campus leaders and strengthens partnerships with areas requiring integrated data, policies and processes, including Registrar, Information Technology Services, Admissions, Bursar/Accounts Receivable, Student Loan Office, Student Employment, Institutional Research, General Counsel, International Students and Scholars, Federal Relations, the Controller's Office, and others.

Qualifications:

[Update with qualifications from the Req]

- Bachelor's degree in a relevant field and at least eight years of senior leadership experience in a college or university financial aid or related office, or an equivalent combination of education and experience. Master's degree preferred.
- Demonstrated strategic planning and analytical skills. Ability to conceptualize and implement a vision for the Office. An appetite for innovation and demonstrated initiative, self-confidence, creativity, resourcefulness, and willingness to take informed risks.
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Yale University considers applicants for employment without regard to and does not discriminate on the basis of an individual's sex, race, color, religion, age, disability, status as a veteran, or national or ethnic origin; nor does Yale discriminate on the basis of sexual orientation or gender identity or expression.

Some Best Practices for Consideration

- The TA Sourcing Specialist should not post the job ad in alternative sourcing channels until collaboration with the TA Partner has occurred and they have confirmation of budget approval. **IMPORTANT!** It is the Hiring Manager's responsibility to seek Department approval/budget.
- The TA Sourcing Specialist should regularly collaborate with the TA Partner and/or vendors to address any sourcing and/or sourcing channel questions or feedback. A regular meeting cadence between TA Team Members is a good practice that should be established early on.

5 Department / Hiring Manager Posts Job Ad to ListServ(s)

Departments / Hiring Managers are encouraged to share jobs within their networks. Ensure the Hiring Manager has a link to the job ad so that they can leverage it as they encourage potential applicants to apply. If they are members of a ListServ that allows job postings, they can post the job ad there. A TA Team Member can provide an ad copy if needed.

Some Best Practices for Consideration

- The TA Sourcing Specialist should be in regular communication with the TA Partner and Hiring Manager / Department so as not to create duplicative sourcing efforts and to ensure the correct information is shared/posted in the appropriate channels.

6. Evaluate Job Ad Effectiveness

You (TA Sourcing Specialist) should regularly be monitoring the job ad's performance across the target sourcing channels it's been posted to. Leverage your expertise around sourcing talent to determine if the job ad is generating the right level of interest and converting prospects to applicants.

As you monitor and evaluate sourcing channels:

- If you're not converting enough prospects to applicants, you should immediately discuss leveraging alternative sourcing channels with the TA Partner, who in turn may need to get input/approval from the Hiring Manager, Lead Admin / Department, and/or HR. Do not post the job ad in these sourcing channels until the proper budget/approvals are acquired.
- If you are converting enough prospects to applicants, denote the effectiveness of these sourcing channels for future hiring needs/openings. This information will help inform the build/refinement of future TA Sourcing Strategy as well as individual Recruitment Plans. You can also move to the **initial screening process**.

Some Best Practices for Consideration

- The TA Sourcing Specialist should understand and consider alternative sourcing channels ahead of time if they suspect applicant flow will be weak. If a proper Recruitment Strategy Discussion was conducted with the Hiring Manager / Department, alternative sourcing channels should have been identified as part of the Recruitment Plan.
- The TA Sourcing Specialist should not post the job ad in alternative sourcing channels until collaboration with the TA Partner has occurred and them being informed that approvals/budget has been acquired. **IMPORTANT!** It is the Hiring Manager's responsibility to seek Department approval/budget.

Understanding the Terminology

- **Applicant** – Someone who applies to the opening/hiring need.
- **Prospect** – A potential applicant/candidate in the talent pool who has not applied to the opening/hiring need.

SUPPLEMENTAL MATERIALS

What's Next

Thank you for reading this QRG.

Supplemental Learning

For a full list of learning available:

- Quick Reference Guides
 - **How to Create an Impactful Job Description**
 - **Job Requisition Application Guide**
 - **How To Have a Meaningful Recruitment Strategy Discussion**
- External Resources

Supplemental Tools

For a full listing of available tools:

- Tools
 - **Job Description Job Library**
- Sites
 - **Manager Toolkit**
 - **Hiring Guide**

GLOSSARY

For a full listing of terminology, click [here](#).

Contact: learning@yale.edu

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