

## Advertising Guidelines for Posted Positions

### Advertising Requirements

Advertising is required to fulfill Affirmative Action/ Equal Employment Opportunity requirements to attract a deep and diverse applicant pool for staff or faculty positions. We recommend that you advertise as widely as possible. Departments must document their advertising and provide proof of advertising for a position when requested by the AAEO office.

### Auto-Enabled Advertising

We contract with Jobelephant to handle our advertising for posted positions. They are a third-party advertising vendor and advertise positions for many Universities across the United States. For the subscription sites listed below, Jobelephant will place the advertising within the selected venues as the positions are posted, using the information provided in the posting, including the job description. Jobelephant will post the positions within the subscription sites according to the advertising guidelines provided by the University of Idaho. No departmental approval is necessary for auto-enabled advertising. If a department representative wants to add or change information, they may send that information to Jobelephant and Jobelephant will update the advertising.

### Approved subscriptions with unlimited postings:

[ChronicleVitae.com](http://ChronicleVitae.com)

[HigherEdJobs.com](http://HigherEdJobs.com)

[DiverseEducation.com](http://DiverseEducation.com)

[hercjobs.org/regions/higher-ed-careers-washington](http://hercjobs.org/regions/higher-ed-careers-washington)

### Using Jobelephant

You may also use Jobelephant for additional advertising. They will send you an advertising proof and advertising quotes for approval before they place your advertising. For proofs and a quote, send an email with the following information to our advertising representative Andy Boom at [andy@jobelephant.com](mailto:andy@jobelephant.com) and cc [hrads@uidaho.edu](mailto:hrads@uidaho.edu)

Position title

Posting number

Advertising venues

Advertising dates

Advertising text (optional; they will prepare one for you if you don't include one)

Advertising budget number

If you do not hear back within a reasonable amount of time, call 1-800-311-0563 to check on your ad request. If you have a membership discount or discount coupon with an organization, provide that information for Jobelephant to obtain the discount for you.

Jobelephant sends an advertising invoice for all University of Idaho advertising to the University of Idaho Accounts Payable department every Monday. That is why your advertising budget number is necessary.

## **Posting Other Advertising**

You may sometimes want to post advertising yourself, for instance to listservs or to a national publication within your field. You will be responsible to arrange payment for the ad. Remember to keep a record of all ads you post.

## **Advertising with the University of Idaho Daily Register**

It is a requirement to advertise your position in the University of Idaho Daily Register if you have an exception to advertise internally within the University of Idaho community only; however, you may wish to publicize your position in the register at other times.

See additional documents added to this page for Minimum Advertising Requirements, an Advertising Request Template, and Instructions for Submitting an Ad in the UI Daily Register.

**Remember to document and keep records of all your advertising and recruitment efforts.**