Recruitment and Advertising Guide

This document will be used to provide information about recruitment and advertisement for job postings.

Recruitment Plan

A recruitment plan outlines the approach you'll take to attract candidates who have the right "day one" competencies (knowledge, skills, and personal attributes), from which you can assess and select a qualified candidate for the specific position you are recruiting for.

Key considerations when developing your recruitment plan:

- **Target audience** – What does a qualified candidate look like in terms of required competencies (knowledge, skills, and personal attributes)?

- **Diversity** – Is your team diverse? If not, you want to consider designating or giving preference to a diversity group candidate.

- **Timing** – When is the right time to hire or post an advertisement, relative to other employers' recruitment initiatives targeting the same applicant pool (e.g., student recruitment)?

- **Ad Content** – What details should be included in the job ad to attract qualified candidates? What are the role's responsibilities?

- **Advertising** – Where should the job be posted (internal, external, out-of-province) to market to your target audience?

- **Sourcing** – Is this position in demand? Does it require additional sourcing needs?

The Job Advertisement

Make it Easy to Read

A job ad should be clear, easy to read, keep the job seeker focused, and provide enough information to compel the job seeker to want to learn more, but not overwhelm.

Consider the following while drafting a job ad:

- **Bullet points** make text stand out and are easier for the reader to scan;

- **Bold font** can be used to highlight important information – **the eye is naturally drawn to it;**

- Use **clear headings and sub-headings** to categorize details and direct the eye to key areas of interest;

- Be as concise as possible. A shorter bullet point is easier for the reader to absorb;

- Check for and remove duplicate information;

- Keep the language simple and avoid internal jargon and acronyms;

- Use keywords that describe the nature of the role or candidate requirements.

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Engage the Job Seeker

Job Title
The key opportunity to capture the attention and motivate the job seeker to apply to your ad may lie in your position's job title. The title should be clear, relevant and consistent with other similar job titles a job seeker might search for within that particular industry.

Tone
The language and tone of the job ad should be affirmative and welcoming. Rather than using phrases such as *"reporting to the"* consider using phrases like, *"In this exciting role you will be working with …"* or *"Coming from a strong technical background, you will contribute to …"*

Candidate Perspective
Consider the job ad from the candidate's perspective. A candidate will want to know "***what's in it for me***?". What is the most compelling aspect of the job that would appeal to the most qualified candidate? What would attract this person to apply to the job? Once you've decided on that compelling idea, write it into a statement.

Use Keywords
It is important to make the job ad suited to online search ability. Having the right keywords in a job ad is important to help a suitable job seeker find the ad. Job seekers often search for jobs online using keywords related to location, skills, job title, industry, organization, etc. Every job seeker is different; hence no two job seekers will search for the exact same keywords. The best keywords are typically skills that are technical, experience related or education focused.

Job Ad Structure and Format

There are typically four key sections that you will want to include in your job ad:

- About Us
- The Opportunity
- Ideal Candidate
- What We Offer

About Us

Tell candidates what business we are in. We can't assume that candidates understand the structure or work that the Government of Saskatchewan or ministries do. Include an "About Us" section at the top of the ad that provides a link to the Government of Saskatchewan ministry website and gives general information about the ministry. This will assist the candidate in learning more about the programs and services the ministry offers.

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Example:

> ### About Us
>
> *The [Public Service Commission](#) is the central human resource agency for the Government of Saskatchewan. It fosters a high-performing workforce by implementing strategies for staff recruitment, learning and development, labour relations, employee assistance, workforce planning, and organizational development.*

The Opportunity

In this section, you will provide the candidate with an overview of the position's duties and responsibilities. This is best formatted using bullets for ease of reading and understanding. We recommend using an introduction that highlights some of the personal attributes you want the candidate to bring and give further information about the position's contribution to the team.

Example:

> ### The Opportunity
>
> *The "insert branch name" team within "insert Ministry" is seeking a highly organized and detail-oriented administrative professional to join us in the role of **Executive Coordinator**. As a dedicated team, we work collaboratively to provide "insert branch service" in order to serve the residents of Saskatchewan.*
>
> *As the Executive Coordinator, you will provide senior level administrative leadership and office management support to the Executive Director and team by:*
>
> - *Managing the Executive Director's calendar through collaboration, prioritization and scheduling;*
> - *Assembling all briefing and background materials for the Executive Director in preparation for meetings;*
> - *Monitoring the Executive Director's emails and redirecting requests to other team members as appropriate;*
> - *….*

The Ideal Candidate

This section should outline what a successful candidate looks like. This includes the competencies (knowledge, skills, and personal attributes) and experience you would expect a candidate to "bring" day one on the job.

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Example:

> ### Ideal Candidate
>
> *The ideal candidate will be an experienced administrative professional who is:*
>
> - *Independent and confident in order to organize, prioritize and proficiently complete multiple tasks while dealing with frequent interruptions and tight deadlines;*
> - *Proficient in managing budget activities and monitoring office expenditures;*
> - *Approachable and collaborative in order to build strong working relationships;*
> - *…*
>
> *Typically, the knowledge and experience required to achieve the above is obtained through:*
>
> - *A combination of formal education in business or office administration, combined with work experience in a similar role; and,*
> - *Experience using a variety of computer software applications such as Microsoft Office Suite (Word, Excel, PowerPoint and Outlook)*
> - *…*

What We Offer

Many of our external candidates will not be aware of what the Government of Saskatchewan offers as an employer. We recommend including this section if your target candidate audience is external to the Government. The below example provides general information applicable to most roles.

Example:

What We Offer

- *Dynamic, challenging work for talented individuals*
- *A competitive salary*
- *Comprehensive benefits package including pension*

- *Vacation, scheduled days off (SDO) **or** earned days off (EDO) and other types of leaves*
- *Inclusive work environments*
- *Advancement opportunities*
- *Flexible work arrangements*

Advertising

Advertising is key to marketing your position to the right pool of candidates. Each job will have different marketing needs.

When deciding where to advertise consider the following:

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- Is there already a pool of qualified candidates working within the Government of Saskatchewan?
- Do candidates that I'm targeting (target candidate audience) belong to a professional association?
- Are they most likely to be recent post-secondary graduates or mid-career professionals?
- What job related websites will candidates be looking for jobs on (SaskJobs, LinkedIn, Indeed, etc.)?

All Government of Saskatchewan jobs will appear on the Government of Saskatchewan Career Centre. When filling out your Taleo requisition you can make note of other external advertising options (e.g., SaskJobs or LinkedIn). Note that there may be a cost to external postings that the ministry would be responsible for. For external options and estimated advertising costs, please contact psc.careersadvertising@gov.sk.ca.

LinkedIn Advertising

LinkedIn is the largest social networking site for professionals and is a great way to market the position to a large pool of candidates, as well as your own professional network. The Government of Saskatchewan offers two types of LinkedIn advertising.

Option 1: LinkedIn Paid

With this option the job will be posted in the "***Jobs***" section of LinkedIn and on the Government of Saskatchewan's employer profile page. This option includes direct marketing to all LinkedIn professionals that meet your candidate requirements through *"Jobs You Might Be Interested In"*. Costs will vary, contact psc.careersadvertising@gov.sk.ca for more information.

Option 2: LinkedIn Free

With this option the job will be posted in the newsfeed of the Government of Saskatchewan's profile page. There will be a brief write-up and a link that will direct candidates to the job posting on our Career Centre. Only those LinkedIn professionals that follow the Government of Saskatchewan's page will see the advertisement. You can still share the ad with your LinkedIn network using this option.

Other Websites (Professional Associations, Educational Institutes, etc.)

- There may be other websites that post jobs similar to the position you are staffing. These may be good options for targeting very specific industry groups. Prices will vary.
- Universities, colleges and other post-secondary institutions often have job boards where they will post jobs free of charge.
- Many professional associations have specific member sites and e-mail distribution lists. Depending on the association, they may post job listings on their website for a fee or sent an email to their members highlighting the opportunity.

For details, contact psc.careersadvertising@gov.sk.ca**.**

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Additional Recruitment Support

If you are concerned that the position you are recruiting for will be hard-to-recruit, you should consult with your Human Resource Business Partner team. Additional recruitment and sourcing support may be available.

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