



Advertising Summary & Advertisement Text

Arguably one of the most important aspects to writing the Position Description or Requisition is writing an effective Advertising Summary and Advertisement Text. The goal of this guide is to give you the help you need to craft your job postings to more efficiently attract the RIGHT candidates and compel them to apply to your open positions.

You will find the Advertising Summary and Advertisement Text on the Position Description (PD) and Requisition. Refer to those guides for more information on these aspects of myUA.

UA Careers is the site where all of UAF's jobs are posted - <http://alaska.edu/jobs/>. Applicants are able to join the applicant pool through the Expression of interest or browse Current opportunities.

🕒 Expression of interest

UAA Student Assistant and Temporary Employee Pool

Please register your interest in the temporary employee pool for University of Alaska Anchorage positions. A variety of jobs routinely become available, including student and clerical positions.

UAS Student Assistant and Temporary Employee Pool

Please register your interest in the temporary employee pool for University of Alaska Southeast positions. A variety of jobs routinely become available, including student and clerical positions.

UAF Student Assistant and Temporary Employee Pool

Please register your interest in the temporary employee pool for University of Alaska Fairbanks positions. A variety of jobs routinely become available, including student and clerical positions.

SW Student Assistant and Temporary Employee Pool

Please register your interest in the temporary employee pool for University of Alaska Statewide positions. A variety of jobs routinely become available, including student and clerical positions.

🕒 Current opportunities

POSITION	LOCATION	CLOSES
Assistant to the Director and Office Manager	Fairbanks	17 Oct 2016
<p>This position serves as a key member of the Development and Alumni Relations team. While it provides direct support to the UAF Director of Development and Alumni Relations for administrative functions and activities, this person also supports the overarching office management support for the entire Development Team. This person will serve as the primary point of contact for for external (donors, community members, etc.) and internal audiences who interface with the UAF Development Office. Work is performed under the general direction of the Director, with a direct report to the Chief Operations Officer for Development and Alumni Relations. The level of work performed in this position requires a significantly high level of judgment, discretion, attention to detail, and the ability to work independently. Position duties range from high-level confidential tasks, to standard administrative support.</p>		

When a job seeker clicks on a job, it will show them the following information from the Requisition:

A Assistant to the Director and Office Manager

B JOB NO:
504921

C CLASSIFICATION:
Administrative Specialist 3 (NE)

D GRADE:
Grade 79

E WORK TYPE:
Staff Full-time

F ADMINISTRATIVE UNIT:
University of Alaska Fairbanks

G SCHOOL/BUSINESS UNIT:
UAF Advancement & Outreach

H LOCATION:
Fairbanks

I CATEGORIES:
Development/Alumni Affairs

J POSITION SUMMARY:
This position serves as a key member of the Development and Alumni Relations team. While it provides direct support to the UAF Director of Development and Alumni Relations for administrative functions and activities, this person also supports the overarching office management support for the entire Development Team. This person will serve as the primary point of contact for external (donors, community members, etc.) and internal audiences who interface with the UAF Development Office. Work is performed under the general direction of the Director, with a direct report to the Chief Operations Officer for Development and Alumni Relations. The level of work performed in this position requires a significantly high level of judgment, discretion, attention to detail, and the ability to work independently. Position duties range from high-level confidential tasks, to standard administrative support.

K ADVERTISED:
11 Oct 2016 → Alaskan Daylight Time

L APPLICATIONS CLOSE:
17 Oct 2016 → Alaskan Daylight Time

M Duties
Office and Confidential Record Management Oversee the management and upkeep of the Development Office to include pro-card purchases, work orders for equipment purchasing and maintenance, office supplies, etc. Responsible for general office management including maintaining inventory of all office supplies and ensuring all office equipment is in working order and annual maintenance is completed. Plan and organize work activities, develop, revise and maintain master documents for the office and originate and maintain procurement activities. Attend and participate in staff meetings and special events. Maintain UAF Development

[APPLY NOW](#)

- A. Working Title
- B. Requisition Number
- C. Classification From Approved PD
- D. Grade From Approved PD
- E. Work Type (i.e. staff/faculty;full-time/part-time)
- F. MAU
- G. School or Department
- H. Job Location
- I. Categories*
- J. Advertising Text
- K. Date Recruitment Opened
- L. Date Recruitment Closes
- M. Job Duties

* Categories is pulled from the Sourcing Tab. Refer to the Requisition Guide for more information.

Two important things to remember:

1. The Advertising Summary is the hook and the main reason a job seeker clicks for more information.
2. The Advertising Text is the reason the job seeker applies for the position. This is where you sell the applicant on working for the university.

Never underestimate the power of these two fields!

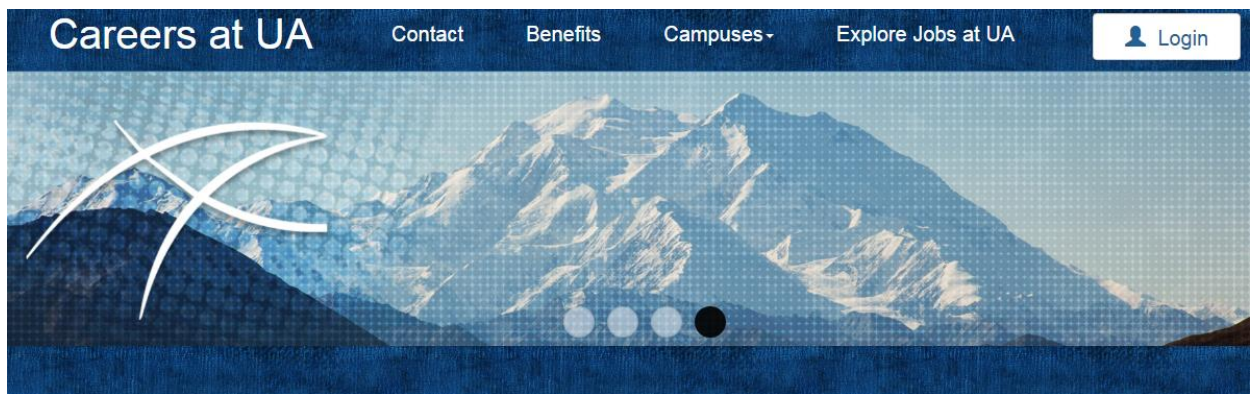
Best Practices For Writing A Better Job Posting

(adapted from CareerBuilder’s article [Peak Posting Performance: Best Practices for Writing a Better Job Posting](#))

1. Start At The Beginning: Job Title and Advertising Summary

As the first thing job candidates see, the job title and advertising summary is the most important component of your Job Posting. They help determine – more than anything else – whether or not a candidate will click through to view your Job Posting. It is also the single best way to differentiate your clerical or student posting from another unit’s clerical or student posting.

- **Use specific but familiar job titles.** If the candidates you want to target would search for a job by spelling out a title or using an abbreviation, you should use both. For example, if you are searching for someone who does computer-aided design, include the acronym CAD in the title, as well, which will ensure the posting comes up in more searches.
- **Focus on the job responsibilities.** Job titles that focus on the main responsibilities of the job will bring in the most relevant candidates. For example, if you are searching for a Student Assistant C, use keywords from the responsibilities. This turns a posting for “Student Assistant C” into “IT Services Student Assistant.”
- **Use the Advertising Summary as a lure.** Along with the Job Title, the Advertising Summary is the first thing a job seeker comes into contact with on the Careers page. Use the Advertising Summary as an extension of your job title by giving more context about the position to encourage job seekers to click on your posting. It should be brief, no more than 2-3 sentences, and catchy – again, think on how you can differentiate your “Student Assistant C” from all the other student jobs out there.



Start a career with University of Alaska

<p>✓ BENEFITS</p> <p>Are you seeking a job with a generous benefits package that enables you to provide for your family in the years to come, we have you covered.</p> <p>Learn More</p>	<p>🏠 WORK/LIFE BALANCE</p> <p>Maybe you're seeking an ideal work/life balance. If so, come join us at a place where you'll want to work in a city you'll love to call home.</p> <p>Learn More</p>	<p>🎯 ADVANCE YOUR CAREER</p> <p>Seeking to advance your career? You'll find the support it takes to help you thrive in Alaska. We want to see you rise, too.</p> <p>Learn More</p>
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2. Job Description

The job description is a crucial component to the Job Posting, because job seekers want to know exactly what they will be doing on the job. For the best results, try to include the following information in every Job Posting you create:

- Detailed overview of the responsibilities for the position
- Time commitments, salary and travel expectations
- Interesting challenges of the job and desirable aspects of the job
- Role the position and department has within the company
- Potential for growth within the company

Whatever you do, never write a job posting to appeal to a broad range of candidates. Have your specific, ideal candidate in mind and write the Job Posting to match that person's attributes, skills and experience. For instance, if you are looking for a CPA with five plus years of experience and an MBA in finance, state it in the Job Posting. This practice effectively weeds out the candidates who do not meet your needs, and leaves you with more relevant candidates who meet your core requirements.

- **JOB REQUIREMENTS** Every Job Posting should include the skills necessary to fulfill the role. When writing the job requirements, keep the following things in mind: Section it off: Make this section stand out to ensure candidates will see it. Distinguish between the "must have" skills and the "desired" skills for the job. Keep in mind that, the harder a position is to fill, the more you may want to be flexible on must-have skills. Before posting, think about the skills you're willing to train for, and include those in the "desired" skills. Avoid company jargon. A lot of companies have their own lingo. Make sure your job descriptions do not contain any language only internal employees would recognize. Use bullet points: The easier it is for candidates to read and "check off" the requirements they meet, the less likely they are to simply skim the posting and miss crucial information. State your intent: Deter unqualified candidates from applying by adding a statement to clarify that only those who meet the minimum requirements of the job will be considered for the position.
- **USE KEYWORDS** The more relevant keywords you include in your Job Posting, the higher your posting will appear in job seekers' search results. Take a moment to assess your Job Posting and consider where you can substitute keywords a job candidate would use in his or her job search. (For example, instead of saying, "The person in this position will be required to..." say, "The Marketing Manager will be required to...") Again, think like a job candidate to include words that individual might use when searching for jobs. Remember to include important keywords such as alternate job titles, responsibilities and skills needed for the position. For example, if you are searching for a nurse, you should make sure to include the keywords of "nurses", "registered nurse", "RN" and "BSN".
- **PROOF YOUR POSTING** Grammar and spelling mistakes on a resume can reflect poorly on a candidate, but it works the same way for employers. A Job Posting that contains spelling or grammatical errors sends a message that you do not care about the impression you leave candidates, and it reflects poorly on your employment brand. Even the best, most thorough writers aren't immune to the occasional typo, so proofread your postings yourself or ask a colleague to check for errors you might have missed.

If you see anything in this guide that needs to be updated, please send an email to the recruitment team (uaf-jobs@alaska.edu).