Coordinated Advertising Instructions for Placement in the Burlington Free Press, the Times Argus/Rutland Herald and Seven Days.

Effective May 2014

Departments must e-mail advertising information to DHR.AdRequests@state.vt.us **no later than close of business on Tuesday (Burlington Free Press and Rutland Herald/ Times Argus),** for ads to run the following Sunday. For Seven Days **no later than close of business on Thursday** for ads to run on the following Wednesday to Wednesday. If the job will be posted on the Department of Human Resources (DHR) website, please make sure that your Human Resources administrator has submitted the request to recruit to the DHR recruiter. Job Openings must be posted on the DHR Careers website before an ad is placed.

Indicate in your request whether you want to advertise in:

- Burlington Free Press
- Times-Argus/Rutland Herald
- Seven Days
- Or a combination of the above- please specify which papers

Include number of times you wish to have your advertisement run i.e.: one Sunday, two Sundays, two weeks in Seven days etc.

Draft the advertisement, using the formatting shown in the example at the end of this document. Each advertisement must include the following information:

- The exact job title
- Department name
- Job Requisition Number
- Geographic Location
- Position status (whether permanent, part- time, full time, limited service, interim, etc.)
- Application Deadline Date (May 1, 2014- format)
- Contact information (if you want this in the advertisement)

IMPORTANT: A pasted copy of the DHR Job Specification will not be considered acceptable for use as advertisement copy.

Writing the Advertisement

1. Every advertisement should include the following:
   - a lead sentence
   - a brief description of the job
   - who you are looking for

2. The lead sentence should be an active, strong sentence that will communicate, from the applicant's point of view, either how the employee will contribute or what they are likely to gain from taking the job. For example:

   - "Give a new shape and focus to an important program while helping to improve the lives of Vermont's more vulnerable citizens."
   - "Would you like to make a valuable contribution supporting and developing a statewide human resource/financial system?"

3. The brief description of the job should be written in plain language that will let the potential applicant recognize what the job is about and its basic functions. Less is more, so use only a few sentences.

4. Answer the question: "Who are you looking for?" This might be an abbreviated statement of the minimum qualifications, preferred qualifications or specific skills desired. One sentence should do it.

Sample Completed Advertisement Request with Correct Formatting:

ELECTRICAL INSPECTOR [BOLD CAPS, left justified]
Department of Public Safety [Bold Department, left justified - regular upper and lower case]

Lead Sentence: We have an exciting and challenging opportunity for a Code Inspection professional to join the Fire Safety Division in Springfield. Description: You will inspect and approve all electrical installations in new or existing public buildings and at construction sites for compliance with rules adopted by the Electricians Licensing Board and the State Fire Prevention Code. Who are you looking for: You must have demonstrated master electrical inspection experience, advanced knowledge of the applicable state electrical codes and standards and excellent interpersonal and communication skills. For more information, contact Bruce Martin at 802-885-8883 or email bmartin@dps.state.vt.us. Reference Job ID #614079. Location: *Springfield. Status: Full Time. Application Deadline: May 5, 2014.*

Our template for the Coordinated Ad includes the EOE statement below, so you do not need to include it with your submission request….

> *The State of Vermont offers an excellent total compensation package. To apply, use the online job application at www.careers.vermont.gov or contact the Department of Human Resources Division, Recruitment Services at (855) 828-6700(voice) or 800-253-0191 (TTY/Relay Service). The State of Vermont is an Equal Opportunity Employer.*