

## Career Builder Ad Placement Instructions

Effective May 2014

Departments who wish to post an ad on Career Builder must follow the requirements listed below and send them in an e-mail message to [DHR.AdRequests@state.vt.us](mailto:DHR.AdRequests@state.vt.us). Ads will be placed for thirty (30) days.

*When to submit your Career Builder ad....*

*If applicants are required to use our State application system to apply, the job must **first** be posted on our site **before** submitting the request to post on CareerBuilder.*

### Required Information

The following information must be included in your request:

- 1. Job Title** – This is the exact job title of the job to be posted.
- 2. Job Categories and Industries** – We recommend you use the maximum allowed three job types and three industries. This will increase the number of ways your job may appear in a job seeker’s job search.
  - Provide three Job Categories from the list on the next page.
  - Provide three Industries from the list on the next page.
- 3. Location** – Provide the geographic location and zip code of the job. If the job covers a region or is “home based”, choose a location and include in the job description information about the region or that it is home based.
- 4. Job Description** – Provide as much information as possible about the position. Remember, you are **marketing** your job to the job seekers and they will only notice and apply for the jobs that seem most appealing. A few notes about this section:
  - **The DHR Job Specification will not be considered acceptable for use as a Career Builder job posting!**
  - Lead with 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.
  - Gain their interest from the start! Provide a brief overview of your department, and if appropriate the division or area in which the person will be working.
  - Market your job by providing a general description of it, including the major responsibilities of the job. Feel free to use formatting, such as bold type, underline and bullet points, to make your posting more attractive.
- 5. Employment Type** – Indicate if the position is Full-Time or Part-Time and/ or Limited Service. If you are posting a temporary or exempt job, you will need to indicate that in the job description. Include: **Job Reference ID #:** #####, **Application Deadline:** Month/ Date/ Year (example May 8, 2014).

## CATEGORIES

Accounting	General Business	Nurse
Admin – Clerical	General Labor	Other
Automotive	Government	Pharmaceutical
Banking	Government – Federal	Professional Services
Biotech	Grocery	Purchasing – Procurement
Business Development	Health Care	QA – Quality Control
Business Opportunity	Hospitality – Hotel	Real Estate
Construction	Human Resources	Research
Consultant	Information Technology	Restaurant – Food Service
Customer Service	Installation – Maint – Repair	Retail
Design	Insurance	Sales
Distribution – Shipping	Inventory	Science
Education	Legal	Skilled Labor – Trades
Engineering	Legal Admin	Strategy – Planning
Entry Level	Management	Supply Chain
Executive	Manufacturing	Telecommunications
Facilities	Marketing	Training
Finance	Media – Journalism – Newspaper	Transportation
Franchise	Nonprofit – Social Services	Veterinary Services
		Warehouse

## Industries

Accounting – Finance	Exercise-Fitness	Not for Profit – Charitable
Advertising	Fashion-Apparel-Textile	Office Supplies – Equipment
Agriculture	Food	Oil Refining-Petroleum-Drilling
Airline – Aviation	Funeral-Cemetery	Other Great Industries
Architecture – Building	Government-Civil Service	Packaging
Art-Photography-Journalism	Healthcare-Health Services	Pharmaceutical
Automotive-Motor Vehicles-Parts	Homebuilding	Printing-Publishing
Banking-Financial Services	Hospitality	Public Relations
Biotechnology	Hotel-Resort	Real Estate – Property Mgt
Broadcasting-Radio-TV	HVAC	Restaurant
Building Materials	Import-Export	Retail
Chemical	Industrial	Recreation
Construction	Insurance	Sales – Marketing
Computer Hardware	Internet – Ecommerce	Security
Computer Software	Landscaping	Securities
Consulting	Law Enforcement	Semiconductor
Consumer Products	Legal	Social Services
Credit-Loan-Collections	Library Science	Telecommunications
Defense-Aerospace	Managed Care	Training
Education-Teaching-Administration	Manufacturing	Transportation
Electronics	Medical Equipment	Travel
Employment-Recruiting-Staffing	Merchandising	Wireless
Energy-Utilities-Gas-Electric	Military	Environmental
Entertainment	Mortgage	Newspaper

## Sample Completed Career Builder Request

**Job Title:** Systems Developer II

**Job Categories:** Design, Engineering, Information Technology

**Industry Categories:** Computer Software, Government – Civil Service, Transportation

**Location:** Montpelier, 05602

### Job Description:

The Vermont Agency of Transportation is seeking a **Systems Developer II**. Take on a challenge and put your systems development experience to use in a software migration project for the Agency of Transportation in the IT financial support unit. Join a small team supporting system development and maintenance of the STARS financial system and work with a state-wide team to upgrade to a PeopleSoft enterprise system. You will be responsible for NATURAL and COBOL program maintenance, creating and modifying MVS JCL, job scheduling, monitoring and resolving problems with batch processing, and user support. You must be efficient with quality control, organization, and communication skills. You should be a self-driven individual with strong analytical skills. Prefer experience with Microsoft PC software including Visio.

**Employment Type:** Full-Time

**Job Reference Posting #** #####

**Application Deadline:** Month Date Year (May 8, 2014 example)

**\*\*\* NOTE\*\*\*** CareerBuilder postings are for one month time frame.

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For questions regarding the State of Vermont Coordinated Ad Program, please e-mail [DHR.AdRequests@state.vt.us](mailto:DHR.AdRequests@state.vt.us) or call the Recruitment Services staff at 855-828-6700, option 1, then option 4.