

## **Coordinated Advertising Instructions for Placement in the Burlington Free Press, the Times Argus/Rutland Herald and Seven Days. Effective July 2017**

Departments must e-mail advertising [request form](#) to [DHR.AdRequests@vermont.gov](mailto:DHR.AdRequests@vermont.gov) **no later than close of business on Tuesday (Burlington Free Press and Rutland Herald/ Times Argus)**, for ads to run the following weekend. 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 (Sunday paper)
- Times-Argus/Rutland Herald (Weekender edition is out Saturday-Monday)
- Seven Days (weekly edition is out on Wednesdays)
- 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

Every advertisement should include the following:

- Job title and location
- A lead sentence
- A brief description of the job
- Who you are looking for
- Department
- Contact/other information
- 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?"
- 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.
- 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.
- Your ad copy should be no more than **90 words or 500 characters**

## Sample Completed Advertisement Request with Correct Formatting:

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### Title – Location

Join our dynamic team. You will be responsible for specialized clerical and technical work involving the preparation of medical records, data entry, and maintaining files. Requires interaction with providers, other agencies, and units within the department. You must have excellent organizational and computer skills and have a positive team oriented work style. *For more information contact Kristy Allard, Kristin.Allard@Vermont.gov. Department of Vermont Health Access, Reference Job ID # 621274. Application Deadline: May 9, 2017.*"

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 is an Equal Opportunity Employer.*

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