

CAREERCENTRAL'S TOP TIPS FOR ADVERTISING OPPORTUNITIES

Here are our top tips to consider when advertising opportunities with CareerCentral. We've compiled this list based on the success of previous adverts and would recommend having a read through before posting a vacancy on our site.

1 Job Titles

- Make sure the job title is specific and indicates what the role involves, for example, Sales Assistant is more informative than Team Member.



2 Start/Closing Dates

- Providing a rough start date helps to filter out candidates who will not be available, for example, 'October 2019' or 'summer 2019'.
- Avoid long closing dates to encourage applicants to apply sooner. Extending adverts can be more effective and allows necessary amendments to be made, e.g. number of vacancies or locations.

3 Summary

- This summary will appear in search results and is your 300 character pitch to sell the role to encourage people to click through to your advert.
- Include the main selling points about your role and company, or the type of candidates you are looking for.
- Avoid repeating information that will appear in the search results, such as salary, location(s), and closing date.

4 Salary

- Provide salary details for your role. Disclosing the starting/ minimum salary is far more informative to prospective applicants than terms such as 'competitive'. These terms may deter some candidates, particularly those new to the jobs market, from applying.
- Please note that our due diligence checks require us to ensure that the National Minimum/Living Wage is being met. If you would prefer us not to publish salary details on your advert, please get in touch with us at careers@uea.ac.uk.



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Location

- Users of our website often search for roles by location and this can be a key deciding factor for candidates. It is beneficial to specify the exact location of the role (e.g. town or city) to ensure that your vacancy receives the best possible exposure.



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Job Details

- Aim to answer questions that students and graduates will be asking, such as:
 - What responsibilities will I have in this role?
 - Do I have the right qualifications, skills and experience? Does the role require a specific degree subject?
 - Are there opportunities for training and career progression?
- Keep the details informative yet concise as your advert may be viewed on mobile devices. Use short paragraphs and bullet point lists.
- Add an attachment to your advert if you want to provide supplementary information; however, avoid using attachments as a substitute for completing the advert job details. Students and graduates are likely to ignore an advert that only says 'see the attached for details'.

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Application Procedures

- Keep the instructions simple, as some job seekers may be inexperienced in making applications.
- Be clear about the format you require, for example 'send a CV' or 'return your completed application form'.
- Please note that we are unable to publish adverts asking for applications to be sent to an unofficial gmail/hotmail address (or similar). Please only use an official company email address. If this is not possible, you can instruct applicants to apply by post, or call to express their interest. Get in touch with us at careers@uea.ac.uk if you're unsure to discuss your options.



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Type of Work

Selecting the most relevant category ensures that candidates are clear about whether you are looking for students or graduates and that your vacancy will appear in relevant searches.

- For roles requiring a bachelor's degree, select 'Graduate Jobs'.
- For roles specifically requiring a Master's or PhD, select 'Postgraduate Jobs'.
- For part-time jobs (16 hours per week or less during term-time), select 'Student Jobs and Internships'.