

# Getting Started

## Online Vacancy Advertising: A Quick Guide for Employers

“Gradsouthwest is our prime recruitment source - we invariably recruit high calibre graduates through it.”

Unlocking Cornish Potential



## **Contents**

---

About Gradsouthwest	3
Recruitment Packages and Rates	4
How to Book	5
Attracting candidates	6
Basic do's and don'ts	7
What we don't advertise	8
Advertising your vacancy	10
Give Feedback	11
Contact Us	12

## About Gradsouthwest

Gradsouthwest.com advertises jobs and opportunities to students and graduates throughout the South West. The service is managed by the Careers Services of Universities in the region, making it highly credible and popular choice for students and graduates.

### At a glance

*“Really impressed with the response we’ve had in comparison with some other websites. Gradsouthwest yielded some really good candidates for two of our recent recruitment drives. We’ll definitely be using it again”*

Holly Edwards, Real Ideas Organisation.

<b>45,000 web hits a month</b>
--------------------------------

<b>Registered jobseekers</b>
------------------------------

48% graduated in the last 2 years and 15% are final year degree students
--

<b>Recruit talented students and graduates from:</b>
--

Arts Institute Bournemouth	University College Falmouth
University of Bath	University of Gloucestershire
University of Bath Spa	University of Plymouth
Bournemouth University	Royal Agricultural College
University of Bristol	Uni. College Plymouth St Mark & St John
Dartington College of Arts	University of the West of England
University of Exeter	

<b>Target by main areas of study:</b>
---------------------------------------

Agricultural and veterinary science	Hotel and leisure management
Architecture, building, planning, surveying	Languages
Arts and humanities	Law
Biological sciences	Mathematical science
Business, finance, management, accountancy	Medicine
Computer science and related	Physical sciences
Creative arts and design	Social sciences and economics
Engineering	

*“We advertised for a Partnerships Co-ordinator and were spoilt for choice with twenty three quality applications from Gradsouthwest jobseekers. A truly impressive service!”*

Alan James, General Manager, SUBU.

## Recruitment Packages and Rates

All packages include a recruitment advert for an unlimited time in our searchable database of vacancies, plus 1 automated email alert to jobseekers who have registered an interest in your type of vacancy.

★★★★★ Recruitment Campaign	
Feature	Benefit
4 week home page listing	Research indicates that this increases jobseeker interest by 20-fold
We upload the advert for you	Saves you time
We report on the vacancy performance	Allows you to monitor performance and take action if necessary
Banner advert with click thru	Gives a high profile throughout the site and allows non registered jobseekers to view your vacancy direct from your website
Targeted email to jobseekers (by area of study / year of study / graduation)	Can be a plain text email with limited content, or HTML with your own content and branding. A more personal approach reach those jobseekers who have not registered to receive automated email alerts.
<b>3 month single vacancy recruitment campaign</b>	<b>£250 (plain text email) £300 (HTML email)</b>

★★★ ★ Targeted HTML Recruitment Email	
Feature	Benefit
Bespoke email to jobseekers, targeted by main area of study and year of study / graduation	HTML with your own content and branding. A more personal, closely targeted approach which allows you to reach those jobseekers who have not registered to receive automated emails
We upload the advert for you	Saves you time
We report on the vacancy performance	Allows you to monitor performance and take action if necessary
<b>Bespoke Email</b>	<b>Approximately 7p per email.</b>

★★★ Targeted Plain Text Recruitment Email	
Feature	Benefit
Bespoke email to jobseekers, targeted by main area of study and year of study / graduation	A more personal, closely targeted approach which allows you to reach those jobseekers who have not registered to receive automated emails
We upload the advert for you	Saves you time
We report on the vacancy performance	Allows you to monitor performance and take action if necessary
<b>Text Email to unlimited jobseekers</b>	<b>£65</b>

<b>☆☆ Homepage Listing</b>	
<b>Feature</b>	
Feature your vacancy on the Gradsouthwest homepage	Research indicates that this increases jobseeker interest by 20-fold.
We upload the advert for you	Saves you time
We report on the vacancy performance	Allows you to monitor performance and take action if necessary
<b>1 week</b>	<b>£35</b>
<b>2 weeks</b>	<b>£50</b>
<b>1 calendar month</b>	<b>£75</b>

<b>☆ Basic Advert</b>	
<b>Feature</b>	
A advert in our searchable vacancies database plus an automated email alert to jobseekers who have registered an interest in your type of vacancy	Reach all registered student and graduate jobseekers
You upload the vacancy	Allows us to offer a basic free service
<b>Unlimited time period</b>	<b>Free of charge</b>

Prices are subject to VAT @ current rates.

## How to Book

---

### ☆☆☆☆ Recruitment Campaign

Email the following to [admin@gradsouthwest.com](mailto:admin@gradsouthwest.com)

- 1) Your order, including campaign dates, invoice address and cost approval
- 2) Your vacancy recruitment advert
- 3) Your banner advert artwork to the following specifications; Gif or jpeg file, 125 x 125 pixels, max file size of £10K, max animation of 15 seconds. Your banner advert must contain text to indicate that the vacancy is located in the South West. For example 'Recruiting in the South West', 'Opportunities in Exeter', 'Jobs in Bristol' etc

**We will upload your recruitment and banner advert and come back to you with suggestions for which group(s) to target with the bespoke email.**

### ☆☆☆ Targeted Email

Email the following to [admin@gradsouthwest.com](mailto:admin@gradsouthwest.com)

- 1) Your order, including invoice address and cost approval
- 2) Your vacancy recruitment advert

**We will upload your recruitment advert and come back to you with suggestions for which group(s) to target with the bespoke email.**

### ☆☆ Homepage Advert

Email the following to [admin@gradsouthwest.com](mailto:admin@gradsouthwest.com)

- 1) Your order including invoice address and cost approval
- 2) Your vacancy recruitment advert

**We will upload your recruitment advert**

### ☆ Basic Advert

Follow the instructions on page 9 to upload your advert

**Your advert will be checked by our team and appear on the website within 2 working days.**

## **Attracting Candidates**

---

Regardless of which package you opt for, the way you present the vacancy is critical to attracting interest.

A well presented advert will always get more interest than a poorly presented one, so it's worth taking a little time to get it right.

### **The key things that graduates look for are:**

- A decent starting salary (the average starting salary on Gradsouthwest is £20K)
- Training and development opportunities
- Location

State all of these in your advert and outline any other working benefits such as flexible environment, pension scheme, company car, prestigious offices etc.

### **Remember:**

- The job title is the first thing the jobseeker will see - make sure it describes the role and if possible, the field of work. For example, *Events Administrator in PR* is likely to get more interest than *Administrator*.
- Give a bit of information about the job and summarise the skills you are looking for.
- Avoid acronyms or jargon.
- In our experience, potential applicants can be put off applying if you don't give some indication of the salary.

The [Gradsouthwest Graduate Recruitment Toolkit](#) offers information, practical advice and downloadable resources to assist you in recruiting a graduate.

## **Basic Do's and Don'ts**

---

### **Do...**

- Follow our guidance on attracting candidates (above)
- Read the 'don'ts' below to ensure your advert complies with UK employment legislation

### **Don't include any of the following in your advert:**

- References to age. Avoid asking for x number of years experience. Salaries should not be advertised as 'dependent on experience'. This may discriminate against certain age groups.
- Language that might imply someone of a certain age ie 'mature', 'young' or 'energetic' as this may discriminate against certain age groups.
- Requests for specific qualifications without stating 'or equivalent'. This is because some qualifications can only be held by people of a particular age or nationality.
- Requests for experience in a particular type of computer software without stating 'or equivalent'. This is to avoid discrimination against disabled applicants who may use adapted technology which does the same job.
- Gender specific language ie 'manageress' or 'waiter' which implies someone of a specific gender.
- Requests for 'husband and wife' teams. This discriminates against same sex partners or civil partnerships.
- Requests for applicants who speak English as their 'mother tongue'. This may discriminate against particular nationalities. Ask instead for fluent English or English to first language standard – but only if this is absolutely necessary for the job.
- Requests for a full driving licence unless it is absolutely necessary. This discriminates against disabled applicants who may be able to fulfil the requirements of the role via public transport or a personal driver.
- Requests for photographs of applicants.

**Gradsouthwest reserves the right to remove references to any of the above without prior notification.**

## **What we don't advertise**

---

Gradsouthwest does not accept advertisements for:

- Commission only jobs - if you have a post with OTE, you must state the basic salary.
- Pyramid selling schemes.
- Franchises.
- Competitions.
- Any opportunities that require an upfront payment from jobseekers.
- Positions for students to share academic materials or study notes.
- Any advertisements that contain premium rate telephone numbers.
- Volunteer opportunities.
- Overseas gap year opportunities – either paid or unpaid.
- Jobs in private homes, unless placed by a registered agency.
- Registering with recruitment agencies - we will only accept specific vacancies.
- Multiple postings for single vacancies.
- Jobs that Gradsouthwest believes to be in breach of any aspect of UK employment or other legislation.

All employers are required to submit a full postal address when advertising a vacancy.

Gradsouthwest reserves the right to withdraw vacancies without notice.

## Advertising your vacancy

---

If you have chosen the basic package, you will need to upload your vacancy online.

Please ensure you have the following information to hand before uploading your vacancy:

- ✓ Your organisations name, address (including postcode), email address and telephone number
- ✓ A short description of your organisation
- ✓ The vacancy job title
- ✓ The closing date (or you can specify 'ongoing recruitment')
- ✓ The number of posts available
- ✓ The hours required i.e. full time or part time
- ✓ The salary (it is important to give some indication of salary – if you don't, jobseekers may be put off applying)
- ✓ The length of the employment contract i.e. permanent, fixed term, temporary
- ✓ A short description of the job
- ✓ An indication of what sort of candidate you are looking for (the person requirements)
- ✓ Any specific degree requirements
- ✓ How candidates should apply
- ✓ The location of the job

To upload your advert:

- Go to [www.gradsouthwest.com](http://www.gradsouthwest.com)
- Click on the purple 'Employers' tab in the top right hand corner above the picture bar.
- Click on the 'Advertise a vacancy now!' button (to the right of the screen just below the picture bar)
- Click on 'Login' (in the blue box to the right of the screen just below the picture bar)
- Click on 'Register now'.
- Complete steps 1 and 2 of registration.
- Check your email in box for your welcome email and click on the link in the email to activate your account.
- Enter your vacancy following the simple on screen prompts. Make sure you complete all the stages until you get an on screen message saying 'That's it! Your vacancy has been posted'

You can log in at any time to check how many times your vacancy has been actively viewed by jobseekers.

### Your username and password

Make a note of your username and password here:

<b>USER NAME</b>
------------------

<b>PASSWORD</b>
-----------------



## **Give Feedback**

---

Once you've advertised your vacancy and recruited, we'd be grateful if you would spare a minute to tell us how effective your Gradsouthwest advert was.

Please go to: [Gradsouthwest Feedback](#) and answer the six short questions.

The information you give will be used to improve the service we offer, and help to demonstrate our value to funders so that we can continue to offer this service.



## Contact Us

---

If you have any queries about Gradsouthwest or how to use the service, please don't hesitate to contact us.

Tel: 01752 587773

Email: [admin@gradsouthwest.com](mailto:admin@gradsouthwest.com)