

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



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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.

45,000 web hits a month

Registered jobseekers

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

Recruit talented students and graduates from:

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

To advertise

A basic recruitment advert includes a listing in our searchable database of vacancies for an unlimited time plus 1 email alert to jobseekers who have expressed an interest in your type of vacancy.

We ask that you upload the vacancy as this allows us to retain the free service.

To upload a vacancy, please read the information in this leaflet and then follow the step by step instructions on page

"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.

Attracting Candidates

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 i.e. '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 i.e. '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

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
- 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:

USER NAME

PASSWORD



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