

Recruitment and Advertising Form

Instructions:

Please complete this form and attach it to your job requisition in the 'Attachment' section. For guidance on where to include this form in your job requisition, please review the *Creating a Requisition in Workday* guide.

Before You Get Started:

To attract and secure the best candidates, a well-structured recruitment plan is essential. This plan provides a strategic framework that ensures every search is purposeful, consistent, and effective in reaching the right talent pool.

What is an Effective Recruiting and Advertising Plan?

By strategically combining targeted advertising and proactive outreach efforts, our recruitment plan builds a robust and diverse talent pool that not only meets immediate hiring needs but also supports the university's long-term strategic goals. This comprehensive approach goes beyond simply filling positions—it ensures we attract exceptional candidates who will thrive, grow, and make a lasting, positive impact on our campus community.

1. Advertising: Utilizing High-Yielding Advertising/Posting Sites

- **Compelling Job Descriptions:** Writing job descriptions that are clear and engaging is vital to attracting the right candidates. Emphasizing the company's values, the role's impact, growth potential, and any unique benefits will not only appeal to active job seekers but also help the organization stand out from the competition.
- **Targeted Job Boards:** An effective recruitment plan identifies and leverages the best job boards tailored to the specific industry or role. For example, tech positions might be advertised on platforms like GitHub Jobs or Stack Overflow, while creative roles may be posted on Behance or Dribbble. By choosing niche job boards, the recruitment process becomes more efficient, reaching candidates who are highly skilled and experienced.
- **Social Media Advertising:** Social platforms like LinkedIn and Facebook can also be used for paid advertising and organic posts to reach a wide audience. Tailored ads can target specific demographics based on job function, skills, location, and experience, which makes it easier to find high-quality candidates. LinkedIn, in particular, is effective for professional recruitment and also enables employer branding to showcase the company's culture and values.

2. Recruiting Efforts: Networking and Active Professional/Academic Outreach

- **Professional Associations:** Engaging with professional organizations and associations related to the company's industry is another proactive method of outreach. These groups often provide networking opportunities, career development

resources, and platforms where companies can post job openings or connect with members.

- **Alumni Networks:** Many companies can tap into alumni networks from universities or industry-related programs. Alumni groups are often eager to connect with former students and professionals who are looking to move into new career opportunities or make industry shifts.
- **Community Engagement:** Actively engaging in local community events, volunteering opportunities, or partnerships with nonprofit organizations is a great way to build the company's presence in the community. Not only does this improve brand visibility, but it also fosters goodwill and creates an opportunity for discovering talent in unexpected places.
- **University Partnerships:** Developing relationships with universities and educational institutions to offer internships, co-op programs, or graduate hiring initiatives helps create a pipeline of future talent. Partnering with university career centers can give the company early access to emerging professionals who are eager to learn and grow within the industry.

1. Develop Your Recruitment Plan

A. Departmental Recruiting Plan

How do you plan to develop a recruitment plan that aligns with your department's inclusive excellence goals? Specifically, what strategies will you use to engage in discipline-specific community outreach and advertising efforts that attract a broad pool of candidates? How will you ensure that your job posting is effectively promoted to reach top talent? (Ex: Will or have you posted to social media, used listservs, promote at job fairs or conferences, utilize email campaigns, etc.):

Helpful Tips:

- Notify key individuals in your area once your posting is live. Employees in your area are your biggest source of promotion.
- If your area has departmental social media pages (LinkedIn, Facebook, X, Etc.) create dynamic promotional posts that highlight key aspects of the role. Remember to use hashtags like **#BallState** **#BallStateUniversity** and other relevant social media tags to increase exposure.
- Create a promotional flyer to post around campus and on social media. If you plan to create your own flyer, you must follow the [Ball State Brand Guide](#). It is recommended that you get approval from your Marketing and Communications representative *before* posting.

B. Additional Recruiting and Advertising Efforts

Let us partner with you to successfully fill your open positions! The Assistant Director of Talent Acquisition is here to provide dedicated support throughout the hiring process. From crafting job descriptions to sourcing top-tier candidates, we're committed to delivering tailored solutions that meet your team's unique needs. Reach out today for expert guidance and to secure the best talent for your department.

Complete the [P&C Recruitment Request Form](#) or select 'Yes' below for assistance with:

- | | |
|--|--|
| • Guidance on position modification | • Creating marketing materials |
| • Identifying your positions key highlights to promote | • Social media promotion (LinkedIn and Facebook) |
| • Development of your promotional paragraph | • Active candidate sourcing |
| • Providing advertising recommendations | • Promotion to community partners |
| | • Promotion at Job Fairs/Career Events |

I request additional advertising and recruiting assistance:

If you have questions about how we can best support you, please email Work@bsu.edu.

2. Advertising – Job Ads

A. Standard University Advertising Plan

The Office of People and Culture has secured exclusive advertising packages with several high-impact platforms, ensuring that your job ads are automatically featured on

top-performing sites. Once your position is posted, the job will automatically be posted to these platforms:

- Circa
- Chronicle of Higher Education
- HigherEdJobs.com
- LinkedIn
- Indeed.com
- UniveristyJobs.com

B. Departmental/Discipline Specific Advertising

The Office of People & Culture allows a \$1000 budget per posting for additional advertising on external sites not included in our standard advertising package. For harder to fill positions, a higher advertising budget may be granted on a case-by-case basis. Additional advertisement requests will be completed by the Employee Solution Center (765-285-1834). Please list additional websites where you would like for your job to be advertised:

Note: We cannot place job ads on websites that require a membership to post.