

# Recruitment advertising policy and guidelines



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Updated July 2015

## Introduction

This document outlines the policy and principles to be followed by all Government of South Australia entities when undertaking recruitment vacancy advertising.

In conjunction with this document, reference should be made to the following:

- *Government of South Australia Branding Guidelines*
- *Guidelines for the Premier's Communications Advisory Group Process*
- *Government of South Australia Marketing Communications Guidelines*
- *Government of South Australia Digital Communications Guidelines*
- *DPC Circular 009: The Master Media Agency Scheme for Government Advertising*
- *Brand South Australia Policy*
- *Brand South Australia – Brand Guidelines*

All documents are available through the Government Communications Advice (GCA) website.

Compliance with this policy does not negate the need for agencies to comply with departmental human resource or advertising policies or the requirements of the Commissioner for Public Sector Employment's Determinations.

Further information and assistance is available from:

**Government Communications Advice (GCA)**

Department of the Premier and Cabinet

[www.govcommunications.sa.gov.au](http://www.govcommunications.sa.gov.au)

Email: [govcommunications@sa.gov.au](mailto:govcommunications@sa.gov.au)

Phone: 8204 9184

## Scope of this policy

This policy applies to marketing communications activities:

- for the purpose of recruiting staff
- placed in any medium including but not limited to press, print, on-line, broadcast and outdoor
- in any market, South Australia, interstate or overseas
- undertaken by:
  - South Australian Government departments, agencies and operating units
  - entities that receive 50% or more of their operating funding or more from the Government of South Australia
  - public authorities and instrumentalities of the Crown
  - organisations that are under the direction of a Minister of the Crown
  - recruitment agencies acting on behalf of any of the above.

Exemption from this recruitment policy is provided for:

- Courts Administration Authority
- Parliament of South Australia
- Government House.

Additional exemptions pertaining to specific sections of this policy are detailed under the relevant section.

## Advertising vacancies

All Government agencies undertaking recruitment advertising to fill vacancies must comply with the following requirements:

- All vacancies over 12 months must be advertised in the Jobs SA website [www.jobs.sa.gov.au](http://www.jobs.sa.gov.au)<sup>1</sup> which is managed by the Office for the Public Sector, Department of the Premier and Cabinet
- Vacancies under 12 months must comply with the agencies' own requirements which may include advertising on the Jobs SA website.
- For vacancies that are listed on [www.jobs.sa.gov.au](http://www.jobs.sa.gov.au) all advertisements in other media must include the notice of vacancy number. This includes advertisements placed by a recruitment consultant on behalf of an agency.

## Types of recruitment advertising

### Brand recruitment advertising

Recruitment vacancy advertising is differentiated from recruitment brand advertising in that the latter uses brand advertising techniques to influence perception of a career sector, profession, employer or range of job opportunities.

All brand advertising, including that undertaken for the purpose of recruitment, is subject to the Premiers Communications Advisory Group (PCAG) approval process.

Please refer to the *Government of South Australia Marketing Communications Guidelines and Guidelines for the Premier's Communications Advisory Group Process*.

The Government's Master Media Agency for brand advertising, MEC, provides specific advice on the most appropriate media strategy to reach your audience.

MEC can be contacted on 8366 4744.



**SOUTH AUSTRALIA POLICE**  
KEEPING SA SAFE

**Become a Police Officer**  
**>> Achieve MORE**

Life doesn't wait around. You have to make the most of it. Becoming a Police Officer gives you skills and experiences that no other career can.

Enjoy the choice of over 40 specialist career areas, flexible work-life benefits, leadership and management training, or study support; plus the feeling of Keeping SA Safe, every day.

The choice is limitless; as is the job. Achieve more.

**INVESTIGATOR + COUNSELLOR + ROLE MODEL + PROBLEM SOLVER**

Join us now.  
[www.police.sa.gov.au](http://www.police.sa.gov.au)

 **Government of South Australia**

An example of a brand recruitment campaign

# Types of recruitment advertising

## Vacancy recruitment advertising – functional

The majority of recruitment advertising is functional advertising related to recruitment for a specific vacant job position with the intention of generating applications to fill the specific vacancy(ies). Generally it will be of low creative content with no pictures or images and mono placement.

With the rise in media options available for recruitment advertising, digital in particular offers a low-cost and effective alternative to print. It is also important that you investigate use of relevant specialist websites, eNewsletter, Industry magazines and journals or social networking sites.

The medium you choose to advertise in must match the level and type of position and effectively reach the applicants (audience) you are trying to attract.

The functional advertising sub-contractor of MEC, Blaze Advertising, can provide specific advice on the most appropriate media strategy to reach your target candidates. Blaze Advertising can be contacted on 8130 1900.

Recruitment vacancy advertising is only permitted as follows:

- Online recruitment sites, industry publications and electronic bulletins
- The standard government or health composite advertisements appearing in The Advertiser – Careers lift out Positions Vacant on Saturday
- Executive positions of an ASO8 level or higher are to be advertised only online and/or in the Government composite which appears in The Advertiser – Executive, Professional and Management pages
- Print in community/regional newspapers serving the location of the role
- There is to be no recruitment vacancy advertising in any interstate or national print media.

Recruitment advertising not listed above requires an exemption from the Chief Executive (or equivalent position in a Statutory Authority/Government Business Enterprise).

PCAG has delegated responsibility for exemptions from the functional advertising guidelines outlined on page 10 of the *Marketing Communications Guidelines* to the Chief Executive (or equivalent position in a Statutory Authority/Government Business Enterprise).

Note: PCAG has responsibility for monitoring functional advertising expenditure placed by each Department/ Statutory Authority/Government Business Enterprise to ensure that Chief Executives responsibly contain functional advertising expenditure on PCAG's behalf.

For more information regarding the approval processes for communications activities please refer to *Guidelines for the Premier's Communications Advisory Group Process*.

## The Advertiser Government composite

The Government composite press advertisements, located in the Positions Vacant and Executive Appointments sections of The Advertiser on Saturday, provide greater impact and presence for Government recruitment vacancy advertising.

All Government recruitment vacancy advertising appearing in The Advertiser must appear in a Government composite.

The following options are available for Government composite advertising:

- Advertiser – Positions Vacant – Saturday
- Advertiser - Executive Appointments – Saturday for Executive positions of an ASO8 level or higher

### Use of the composite

Use of the Government composite is required when placing recruitment advertising in The Advertiser on Saturday for:

- all Public Service agencies
- all Public Sector bodies that have Regulation 11 agreements with the Commissioner for Public Sector Employment.

Government agencies that do not have Regulation 11 agreements may choose to use the Government composite, however it is not mandatory.

### Exceptions

The requirement to advertise in the Government composite does not apply to advertisements in The Advertiser that are:

- for a joint recruitment drive where funding is provided in part or in whole by an entity other than the SA Government and the logo of the external entity is included in the advertisement
- to fill vacancies for:
  - Department of Education and Children Development teaching appointments
  - SA Police Officers
  - SA Police Band
  - Courts Administration Authority
  - Parliament SA
  - Government House
- subject to SA Health advertising policy.



## Composite design

The Government composite complies with an approved design and is branded with the Government of South Australia logo. Departmental and agency logos are not permitted within the Composite.

Advertisements within the composite are restricted to the following sizes:

- 1 column in width by 8.5 cm in height
- 1 column in width by 4.25 cm in height
- 1 column in width by 2.125 cm in height

There are no graphic devices, photographs or images permitted within the modules of the composite.

These modules apply to both the Positions Vacant and Executive Appointments composites.

Agencies placing a booking in the Government composite must specify Positions Vacant or Executive Appointments.

Booking templates are available through the functional advertising sub-contractor Blaze Advertising.

## Recruitment advertising copy

Copy developed for your recruitment advertisement will have significant influence on the success of your recruitment process. Copy should be developed to entice potential applicants to find out more about the position - not simply repeat details contained within the Job and Person Specifications or corporate statement.

### Recruitment copy should:

- Be written specifically for use within advertising
- Use language that 'sells' the position to potential candidates
- Prioritise the candidate and the information they need to make a decision about the role (e.g. when advertising interstate sell the benefits of a move to South Australia)
- Be simple and use an engaging and accessible tone
- Add to the appeal of the vacancy by detailing key information about the role
- Differentiate the position from others in the market place.

### Recruitment copy should not:

- Provide a checklist for applicants that should be assumed minimum requirements (e.g. "must have a drivers license" or "must participate in a performance management process")
- Use acronyms or industry jargon
- Contain information that doesn't differentiate the position from others (eg "smoke free workplace")
- Make the application process seem onerous.

As recruitment websites commonly present job listings as part of search results, online recruitment advertising copy should include a dot-point summary selling the key attributes of the role. Applicants scanning search results will be motivated to investigate the job further by the strength of this summary.

## Interstate and overseas recruitment

Under the *Government of South Australia Marketing Communications Guidelines* there is to be no recruitment advertising in International or National print media without an exemption from the Chief Executive (or equivalent position in a Statutory Authority/Government Business Enterprise).

Where an exemption to advertise a recruitment vacancy interstate or overseas has been granted by the Chief Executive, the following guidelines must be followed:

- Inclusion of the Government of South Australia (GOSA) logo or agency specific variant is mandatory
- Placement of the GOSA logo is per the *Government of South Australia Branding Guidelines*.
- Inclusion of the State Brand logo is mandatory
- Placement of the State Brand logo is as follows:
  - Vertical format logo to be used
  - Alignment with the GOSA logos or agency specific variant
  - Must adhere to the *Brand South Australia – Branding Guidelines*

Acceptable interstate and international recruitment advertising examples are provided on page 12 of these guidelines.

Government of South Australia and State Brand logos are available on the GCA website.

## Interstate and international recruitment advertising examples

### Government of South Australia standard template

**OPEN FOR OPPORTUNITIES**  
SOUTH AUSTRALIA

**BUSINESS SUPPORT OFFICER**

Outback Communities Authority  
Port Augusta

Full Time, Contract for 12 Months  
Vac No: T89/2013  
\$45,813 – \$49,587 p.a. (ASO2)

This is a great opportunity to combine your administration and organisational skills and support a busy office within a dynamic Business Support team. You will be required to provide a secretarial supporting role to the Managerial level of staff, whilst supporting the overall administration of the office.

To be successful in this role you require excellent customer service skills, personal initiative and are able to adapt to ever changing situations. The position requires experience with Microsoft Office products and web based management tools.

For the role description and to apply for this role please visit <http://www.premcab.sa.gov.au/careers/>  
Enquiries to: Mr B Gough, 8648 5905.

Applications are encouraged from Aboriginal and Torres Strait Islander people and from people who contribute to the diversity of our workforce.

**Applications Close: 5.00pm 22 February 2013**

**SOUTH AUSTRALIA**  
Government of South Australia  
Department of the Premier and Cabinet

### Example cobranded Agency

**SOUTH AUSTRALIA POLICE**  
KEEPING SA SAFE

**LSA ADMINISTRATION MANAGER (ASO5)**

SA Police seek an Administration Manager to join their Mt Gambier Local Service Area.

The Administration Manager is accountable to the Officer in Charge, Local Service Area for the provision of a range of business and administrative services which contribute to the effective and efficient operation of the Local Service Area. Responsibilities include financial accounting, budgets, audits, training and development within specific functions, human resource management, and the provision of administrative support services, across all sites throughout the Local Service Area and within the relevant Operational Service.

You'll receive a salary at the ASO5 level ranging \$68,004 – \$76,178 p.a. This is a part time role, working 37.5 hours a fortnight.

Please visit [www.vacancies.sa.gov.au](http://www.vacancies.sa.gov.au) and search for vacancy number T563/2013 for the Job and Person Specification and guidelines on how to apply for this position.

For enquiries please contact Trevor Twilley,  
O/C Limestone Coast LSA on 8735 1010.

**Applications close: 5.00pm, 22 February 2013**

**SOUTH AUSTRALIA**  
Government of South Australia

### Existing Department/Agency functional template

**SOUTH AUSTRALIA**  
Government of South Australia  
Department of Planning, Transport and Infrastructure

**Valuer-General**

**ADELAIDE CBD**  
Contract Appointment up to 5 Years  
Vac No: C230/2013  
Executive Appointment

An opportunity exists for an innovative executive in a key leadership role in the Department of Planning, Transport and Infrastructure.

The Valuer-General works for the Land Services Division. This division is responsible for key land administration functions in South Australia including land titling; land and property valuation; administration of a survey framework; and provision of land information to the public. This is a high profile, exciting senior leadership role that will provide immense job satisfaction. Set in South Australia – the birthplace of the Torrens Title valuation system – this is a great opportunity for a talented appointee to continue the State's tradition of innovation and leadership in property valuation.

**Essential Minimum Qualifications:** Qualified for membership of the Australian Property Institute Incorporated or a body prescribed by regulation, and has practised as a land valuer (whether in the service of the Government or privately) for a period (whether continuous or in aggregate) of at least five years. (*Valuation of Land Act 1971*, Section 6(4)).

**Special Conditions:** Pursuant to Part 6 of the *Public Sector Act 2009* this is not a public service position. The employment conditions are prescribed in Section 9 of the *Valuation of Land Act 1971*.

**Enquiries to:** For a confidential discussion about the role please contact Mr Kevin O'Callaghan, Executive Director, Land Services Division on (08) 8226 5452.

**Applications to:** Ms Carol Brooks, Manager, Executive Support on (08) 8226 3562 or email [carol.brooks@sa.gov.au](mailto:carol.brooks@sa.gov.au) Applications should be no more than three pages addressing the essential selection criteria and experience relative to the position plus a current CV.

**For more information visit:** [www.dptl.sa.gov.au/careers](http://www.dptl.sa.gov.au/careers)

**Applications Close: 5.00pm 15 February 2013**

The SA Government is an equal opportunity employer and safety is a core value.

[www.dptl.sa.gov.au](http://www.dptl.sa.gov.au)

Examples for reference only

## Use of recruitment agencies

With regard to the purchase of advertising media when an external recruitment agency acts on behalf of a Government agency:

- If media is purchased specifically for a Government recruitment advertisement, planning and booking must be provided by the Government's Master Media Agency
- If the recruitment agency has an existing preferred space booking as part of an ongoing contract with a publication, and wishes to feature a Government recruitment opportunity within this space, involvement of the master media agency is not required.

Government agencies should ensure pricing is competitive and only the space used for a vacancy advertisement is charged and not a premium to cover the recruitment agency's masthead or unsold space.

All recruitment advertising which is being managed and placed by a recruitment consultant on behalf of a Government agency will need to be approved in line with your internal departmental approval protocols.

Use of the GOSA logo in external recruitment agency advertisements must comply with the *Government of South Australia Branding Guidelines*.