

## QUICK TIPS

### Job Postings - ADVERTISING THE POSITION

It may seem trivial to state that the purpose of the job posting or ad is to attract applicants best-suited to the position. The ad should provide the information applicants need so they will apply and provide the appropriate information about themselves to assist the Search Committee in developing a shortlist of qualified applicants.

Generally, a good ad will :

- use inclusive language (would I be welcomed?);
- provide organization and department information; (why would I want to work here?);
- clearly state the duties and responsibilities of the job; (What will I be doing?);
- clearly state the required qualifications for the position; (Am I qualified?);
- provide a list of competencies required for the position; (On what basis will candidates be selected?);
- Clearly state any essential job requirements; (Can I do this job?); and
- contain instructions for applicants; (How do I apply?)

### Sending A Positive Message

Our goal “to be a diverse workforce” as articulated in the Corporate Human Resource Plan must be supported by the messages contained in our job postings. In addition, the Employment Equity Policy has the following directive:

“Each job posting shall contain a statement that promotes a culture that values diversity and a welcoming message to encourage applications from members of the designated groups.”

The communication objectives or key messages we want to send are:

- Our goal is to be a diverse workforce that is representative of the people we serve;
- We are a welcoming workplace that has an Employment Equity Policy;
- Members of designated groups are encouraged to apply.

The designated groups are: Aboriginal People, Persons with Disabilities, African Nova Scotians & Other Racially Visible Persons and Women in occupations or positions where they are under represented.

The following statement is recommended to be included at the beginning of each job posting on Career Beacon. Departments or Offices may adapt this message for other forms of advertisement when cost is a factor but must ensure consistency with the underlying communication objectives.

The recommended statement is:

“Our goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. The government of Nova Scotia has an Employment Equity Policy and we welcome

applications from Aboriginal People, African Nova Scotians and Other Racially Visible Persons, Persons with Disabilities and Women in occupations or positions where they are under-represented. If you are a member of one of the equity groups you are encouraged to self-identify, on either your application form, your covering letter or your resume.”

Examples of shortened statements when cost is a consideration, for such mediums as newspapers, include:

“Our goal is to be a diverse workforce that is representative of the people we serve and we welcome application from members of the designated groups.”

“Our goal is to be a diverse workplace and we have an Employment Equity Policy to support this objective.”

### **Distributing the Ad**

A broad and diverse group of applicants is an important factor both in finding the best candidate for a position and increasing representation of designated group members. Enlarging and diversifying the pool of candidates calls for non-traditional and active recruiting methods as well as the normal channels. Some external contact information is included in this toolkit. If you need more information contact the Diversity Unit of the Public Service commission