



Advertising a Vacancy

Guidance for Managers

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By now you will have ensured your post has been evaluated, has agreed job advert, job description and employee specification and decided that advertising is your preferred method of filling your vacancy.

North Lanarkshire Council manages and advertises all vacancies on [MyJobScotland](#) which is the national shared recruitment portal for Scottish local authorities. A list of all vacancies being advertised externally will also be sent to a range of community groups and Jobcentre Plus as a means of attracting the widest range of applicants to vacancies. Vacancies may also be shared across various social media sites (such as Facebook, LinkedIn and Twitter).

Advertisements will focus on the objective and demonstrable abilities and competencies required to fill the vacancy. Where it is considered that the post to be advertised has an occupational requirement which can be objectively justified, this will be clearly stated in the advertisement.

Other than in exceptional circumstances (which will be determined by the Head of Service), vacancies must be advertised internally in the first instance. Exceptional circumstances will normally apply where there are known difficulties in recruiting for certain positions (or national shortages) and where it is known that the required skills are unlikely to be held internally.

Recruitment advertising undertaken by the Council must comply with each of the following two principles:

- 1) It must be designed and placed to target, attract and retain the interest of suitable potential applicants
- 2) It must conform to the requirements of relevant legislation, best practice and the council's agenda on social inclusion and equality of opportunity.

The Council understand that a short-term saving in recruitment costs may lead to a long term loss if suitable candidates are not recruited and retained.

Preparing the advertisement

The HR Business Partner team will agree the content of the advertisement with the chair of the recruitment panel. This will then be input onto the online vacancies system. The advertisement must also be accompanied by an electronic version of the job description and employee specification, as well as any other information relevant to the role (for example: school profiles, post remits or other role-specific information).

Please note that no post will be advertised without the supporting documentation

The advertisement should summarise the main requirements of the job using the job description and employee specification. It is not necessary to transfer everything from the employee specification into the advertisement but the key essential criteria must be included. Remember that the job description, employee specification and other important details of the job (where appropriate) are sent to all applicants. The aim at the advertising stage is to appeal to potential applicants by bringing out the main points of interest in a job.

The HR Business Partner will edit the vacancy advertisements prior to passing them for publication. It is important to check the content of the advert to ensure that:

- **The correct salary and allowances have been given**
- **The grade is correct**
- **If the post is temporary, that this is stated and the contract duration is given**

The need for Disclosure Scotland/PVG checks should be included if appropriate and the key essential criteria in the employee specification included. Where it is considered that the post to be advertised has an occupational requirement which can be objectively justified, this should be clearly stated in the advertisement.

In normal circumstances, all advertisements will have a closing date of two weeks, to allow applicants an adequate opportunity to review the application pack and to complete and submit the online application form.

If you need further support, please call the ESC People Helpdesk on 01698 403151 or email ESC-Helpdeskteam@northlan.gov.uk