

External Advertising

Refer to these guidelines for posting requirements when creating external advertisements to promote job opportunities at Florida State University. To effectively advertise the position, the categories in the *Required* section must be included in the advertisement. Any categories in the *Optional* section can be included to describe the position more fully.

External advertisements must be reviewed by your assigned recruiter prior to being posted externally. Consult with your recruiter for current guidelines on where external ads should be placed.

Required Elements	
• Job Posting Title	• Department Name
• Veterans' Preference (USPS positions only)	• How to Apply (https://jobs.fsu.edu and Job ID)
• Equal Employment Opportunity Statement: <i>"FSU is an Equal Employment Opportunity Employer."</i>	
Optional Elements	
• Responsibilities	• Qualifications
• Preferred Qualifications	• Considerations, to include Pay Plan and Criminal Background Check
• Contact Information	• University Information
• FSU Total Rewards	• Anticipated Salary Range
• Instructions for required uploads	• Application deadline, anticipated start date, and/or anticipated application review date

Important Reminders:

- Outside advertisements must direct applicants to apply via the FSU jobs website: <https://jobs.fsu.edu>.
- External advertisements should be removed from all external sources when the OMNI opening is removed from the FSU jobs site.
- Maintain a list of the recruitment sources utilized for the announcement (journals, chronicles, magazines, etc.) and list these on the Outside Recruiting tab of the job offer for the selected candidate.
- Maintain copies of external advertisements in your recruiting efforts file for the position.

FSU job openings are automatically posted with [Inside Higher Ed](#).

External Advertising Resources:

Graystone: <https://www.graystoneadv.com/> | (321) 636-0733 | Ads@Graystoneadv.com

JobElephant: <https://jobelephant.com/> | (800) 311-0563 | andy@jobelephant.com

Additional resources can be found in the [Faculty & Staff Search Committee Training](#).

Questions? Please contact your [assigned recruiter](#) with any questions or for advertising sources.