



## External Advertising

Refer to these guidelines for posting requirements when creating external advertisements to promote job opportunities at Florida State. 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 more fully describe the position.

**External advertisements must be reviewed by your department’s [assigned recruiter](#) prior to being posted.**

Required Elements	
<ul style="list-style-type: none"> <li>• Job Posting Title</li> </ul>	<ul style="list-style-type: none"> <li>• Department Name</li> </ul>
<ul style="list-style-type: none"> <li>• Veterans’ Preference Statement (USPS positions)</li> </ul>	<ul style="list-style-type: none"> <li>• How to Apply (<a href="http://www.jobs.fsu.edu">www.jobs.fsu.edu</a> and Job ID #)</li> </ul>
<ul style="list-style-type: none"> <li>• Equal Employment Opportunity Statement:*</li> </ul> <p><i>FSU is an Equal Opportunity/Access/Affirmative Action/Pro Disabled &amp; Veteran Employer. FSU's Equal Opportunity Statement can be accessed at</i></p> <p><a href="https://hr.fsu.edu/sites/g/files/upcbnu2186/files/PDF/Publications/diversity/EEO_Statement.pdf">https://hr.fsu.edu/sites/g/files/upcbnu2186/files/PDF/Publications/diversity/EEO_Statement.pdf</a>.</p>	
<ul style="list-style-type: none"> <li>• Application deadline, anticipated month and year of start date, and/or anticipated application review date</li> </ul>	

*\*If character spacing or cost is a concern, the second sentence may be omitted; however, the first sentence is still **mandatory** under the law.*

Optional Elements	
<ul style="list-style-type: none"> <li>• Responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>• Qualifications</li> </ul>
<ul style="list-style-type: none"> <li>• Preferred Qualifications</li> </ul>	<ul style="list-style-type: none"> <li>• Requirement for Criminal Background Check</li> </ul>
<ul style="list-style-type: none"> <li>• Contact Information</li> </ul>	<ul style="list-style-type: none"> <li>• University Information</li> </ul>
<ul style="list-style-type: none"> <li>• FSU Total Rewards</li> </ul>	<ul style="list-style-type: none"> <li>• Anticipated Salary Range</li> </ul>
<ul style="list-style-type: none"> <li>• Request Letters of Reference Instructions</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Disclosure (if applicable)</li> </ul>
<ul style="list-style-type: none"> <li>• Tobacco Free Campus</li> </ul>	

### Important Reminders:

- The hiring committee must submit a draft of the external advertisement to the department’s [assigned Recruiter](#) for review and approval prior to posting the advertisement in any external sources (including on the hiring department’s website).
- All outside advertisements must direct applicants to apply via the FSU jobs website: [www.jobs.fsu.edu](http://www.jobs.fsu.edu).
- External advertisements must have a corresponding OMNI job opening, which should be posted concurrently with the advertisement. Advertisements should not be posted prior to the approval of the OMNI job opening and should be removed from all external sources when the OMNI opening is removed from the FSU jobs site.
- The hiring department should 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 the recruiting efforts file for the position.

**FSU jobs openings are automatically posted with [Inside Higher Ed](#) (also posts to LinkedIn and 21 additional sites within the Diversity Network) and [INSIGHT Into Diversity](#) online job boards.**

Additional information on developing external advertisements and resources for building a diverse pool of applicants can be found in the [Faculty & Staff Search Committee Training](#).

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