



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

RECRUITMENT TOOLKIT

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# A Guide to Advertising Vacancies at the LSE



## Welcome

Welcome to the LSE's **Guide to advertising vacancies at the LSE**. This document builds on the School's *Recruitment and Selection Policy and Procedure (Professional Services Salaried Staff)* and provides further practical guidance to help hiring managers across the School.

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## 1 Advertising

**All opportunities, whether they are advertised internally or externally, should aim to reach the maximum potential audience to attract candidates from most talented, diverse and engaging individuals.**

**The School achieves this by investing in a number of advertising tools and strategies as well as demonstrating a broader commitment to the principles of equality and diversity. The sections below give you an outline of what is available to help you find the best candidates.**

### 1.1 Advertising planning and scheduling

It is important to advertise opportunities for a suitable length of time (at least one or two weeks) so that prospective candidates are able to view the vacancies and have the appropriate time to apply for the position.

It is also advisable to place an advert on a Monday as research and evidence has shown that there often large spikes in active candidates searching for jobs on a Monday. It is also recommended that recruiting managers avoid advertising over the Easter and Christmas breaks since the number of applications tends to decrease significantly during these periods.

### 1.2 Roles and responsibilities

#### *HR Division – HR Partnering team*

HR will provide key support and advice to recruiting managers in identifying and planning the most effective advertising campaigns for their vacancies. The HR Partnering team can also provide access to dedicated, specialist campaign support from TMP Worldwide, the School's advertising media agency. Advertising support by TMP Worldwide is not centrally funded. Please speak to your HR Partner or HR Adviser for further advice.

#### *Recruiting managers and recruitment panel*

Recruiting managers have a key role in delivering an effective advertising campaign. Above all, recruiting managers need to work closely with HR and colleagues to ensure that the reach of every advertised vacancy is maximised and that managers receive the highest quality of

applications.

This can include the following:

1. Selecting appropriate advertising release and closing dates.
2. Monitoring application numbers while the advertisement is open.
3. Reaching out to network groups and contacts encouraging applications.

## 2 Social Media

### 2.1 LinkedIn



The School started using LinkedIn to support its recruitment in November 2016, with the introduction of a dedicated LSE LinkedIn Careers page to promote the School's profile as well as carry the most recent job adverts. The LSE LinkedIn account currently has over 300,000 followers and over 100,000 alumni who regularly view the LSE pages and the content which is posted.

It is recommended that all LSE staff have accurate and up to date personal LinkedIn profiles. Training can be arranged on how to improve personal LinkedIn profiles.

If you wish to advertise a vacancy on LinkedIn, please speak with your HR Adviser.

### 2.2 Twitter



The Communications Division regularly advertises vacancies on the LSE Twitter account.

If you would like to request a vacancy be posted on the LSE Twitter account, please liaise with your HR Adviser.

### 2.3 Job boards and external media

The School already has a strong brand image which is in itself a useful tool for attracting the best talent to LSE. However, the School is continually seeking to improve its employer value proposition and is currently developing the LSE jobsite with additional content and videos. The School advertises all of its external vacancies on the LSE website.

#### Guardian Jobs



Guardian Jobs is an external jobs board which is used by LSE. It is used for senior professional services roles; this can be extended to any vacancy above band 6 for professional services staff where appropriate. If a recruitment manager

wishes to advertise using Guardian Jobs for other categories of roles, please speak with your HR Adviser to get the latest prices.

#### Jobs.ac.uk



Jobs.ac.uk is a leading jobs board for attracting candidates to and from the higher education sector. The School will advertise all vacancies where appropriate. To advertise a vacancy on Jobs.ac.uk, please select via the online recruitment system.

#### Proud Employers



The School has recently

partnered with Proud Employers. The School will advertise all external vacancies in Proud Employers; these vacancies are then shared with LGBT-inclusive employers across the UK.

#### Other specialist job boards

For some specialist roles and vacancies, recruiting managers should consider advertising in specialist external media. These roles often have specialist qualifications, experience and technical expertise as a requirement. Candidates working in certain specialisms often look for vacancies in specialist media related to their expertise.

#### Staff Networks

Professional network groups can often be a good way of sharing vacancies and widening the reach of adverts, and should be utilised where appropriate.

## **2.2 Recruitment agencies**

Recruitment agencies can provide a value tool for recruiting managers in sourcing candidates for roles which can be hard to fill or are specialist in nature.

Please contact your HR Adviser/HR Partner if you wish to discuss the use a recruiting agency to support your recruitment campaign.

The costs of recruitment agencies must be funded by the area.

### 3 Writing a job advert

The aim of the advert is to attract interest, communicate quickly and clearly the essential, relevant and appealing points of the role.

The advertisement is the window for candidates into life at the School. If you want to attract the best people you need to make sure they know you're there, know what you're about and why you need them.

Use the person specification and job description as guidance for what you are asking for. It should, ideally, consist of two or three concise sentences detailing the main purpose of the role and specifying one or two essential and desirable criteria to attract the ideal type of candidate.

#### 3.1 How to write a recruitment advert

When writing your advert, you should consider the following:

- Your advert and supporting documents, should always be about getting the right person in the role
- It needs to appeal to your audience
- It must provide an insight in to the department / division and culture
- It must inform, excite and inspire the reader

#### Preparation

Before starting to write your advert, you should consider the following questions.

1. What are you advertising?
  - What is the role?
  - Sense check the job title, will it be understood externally?
  - What are the most important elements of the role / department to communicate to your audience?
2. Why is it being advertised?
  - You need to share what makes this opportunity special
  - Is it a new role / department
  - Always be honest in the advert, and be able to prove what you say

#### Tone of voice

What is it, and why is it so important?

- It represents the School's position as a world class higher education institution
- It reflects the School's values
- It captures what the School stands for
- It is not just what is written, but *how* it is written that will leave a lasting impression on the reader.

#### Vocabulary

- Say 'you', rather than 'the applicant' or 'the successful candidate'
- Say 'we' as well as the School, where appropriate
- Share the sense of community and team
- Try to avoid 'recruitment speak' using phrases such as 'applicants are invited' or 'post holder'
- The use of bullet points is encouraged, particularly where you need to communicate lots of information

### 3.2 What to include in your advert

#### Introduction

Open with the job title, salary and location.

#### Information about the role.

Tell candidates exactly what the job is. Make sure you detail exactly the level of responsibility and the main duties but sell the challenges and what the job may lead to in the future.

Consider the following questions:

- What will the candidate be doing in this role on a daily basis?
- What is the level of responsibility and accountability to the role?
- Are there any exciting projects or areas of responsibility?
- Are there any unusual challenges or opportunities for development that can be shared?
- Could this role be undertaken by someone working flexibly?

#### What the School is looking for

Tell the applicant all the skills, qualifications and attributes you think anyone filling your role will need. "Self-selection" on the part of potential candidates is a key aim of the advert and this requires sufficient detail and information about the role and the kind of candidate sought.

Consider the following questions:

- What qualifications do you need in order to do this role?
- What experience should you have gained?
- Are there any skills that are transferrable?
- What characteristics, attitude and behaviours make a good fit for this role or department / division?

#### Application Process

This is your call to action, telling candidates how they can apply for the role and by when.

*For further information on preparing your advert please see the **Advert Template Guidance** and **Advert Template** in this section of the Recruitment Toolkit.*



### 3.3 Language in adverts

When drafting your advert, you will need to be aware that an advert must not discriminate on the basis of any 'protected characteristics' - such as age, race, sex, disability, pregnancy and maternity, religion or belief. For this reason, care must be taken with language you use in your advert.

Phrases such as 'recent graduate' or 'highly experienced' should be avoided unless these are genuine requirements of the job, as they may be seen to be discriminatory on the basis of age. Gender-specific terms could also be problematic. Using 'bar maid' or 'handyman', for instance, implies that the job is only available to one or other sex.

Indirect discrimination in an advert is also possible if it is requiring something that applies to all but disadvantages a group because of a protected characteristic.

#### Gender based language

Language and gender is a complicated issue.

There is research and theories which explore how gender manifests itself in speech and writing, and in the context of recruitment, how the tone and specific words can unconsciously signal to one sex over another to apply for an opportunity.

When preparing your advert and recruitment papers, take care to review the language you are using, and consider whether the tone could be deemed as swaying more towards one gender than other.

See the following examples below for reference:

Requirements	
<b>Masculine:</b>  Strong communication and influencing skills. Ability to perform individually in a competitive environment. Superior ability to satisfy customers and manage School's reputation and association with them.	<b>Feminine:</b>  Proficient oral and written communications skills. Collaborates well in a lone and team environment. Sensitive to customer needs, able to deliver and develop warm customer relationships.
Responsibilities	
<b>Masculine:</b>  Direct project groups to manage project progress and ensure accurate task control.	<b>Feminine:</b>  Provide collaborative direction to project teams in a manner that ensures delivery of assigned tasks.

## 4 Meeting the Resident Labour Market Test (RLMT)

The overarching principle of the Resident Labour Market Test is to protect the domestic labour market and to ensure that organisations are able to demonstrate that they have completed a robust recruitment process.

Therefore, in order to sponsor a candidate, you must be able to demonstrate that you have advertised the role suitably and have considered all applicants fairly against the criteria you specified in your advert.

This means that your shortlisting criteria need to be stated clearly in your advert (and consistent with the criteria in the person specification), and your reasons for selecting or regretting applicants refer back to what you originally asked for.

### 4.1 How to conduct a resident labour market test

The Resident Labour Market Test covers the following areas:

1. Where the advert is published – i.e. the advert must be published in at least **two external sources**, which will reach a wide number of UK and EEA candidates.
2. The advertising period – i.e. the advert must **be live for a minimum of 28 days**. We need to keep proof that the advert was published for 28 days, for example a screenshot showing the date of publish and the closing date.
3. The content of the advert - i.e. the advert must contain the **location of the job** (if not based on the LSE campus), the **job title**, the **salary on offer**, the **main duties and responsibilities**, the **skills, qualifications or experience** required for the role and the **closing date for applications**.
4. Showing that there were **no suitable settled workers** (i.e. a UK or EEA candidates)
5. Demonstrating **a robust recruitment process** – i.e. stating clear criteria up front, considering all applicants consistently and fairly, making decisions in relation to the criteria and ensuring

candidates have the skills and qualifications required to do the job.

Remember, you cannot regret a candidate for not having a skill, qualification or experience, if you did not state it in the advert.

More information on Tier 2 sponsorship and how to pass the Resident Labour Market Test is available in our [guide for managers](#) on our website:

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