



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■

RECRUITMENT TOOLKIT

January 2019



# Advert Template Guidance



## Welcome

This guidance provides an overview of key information to include in your advert.

This document should be used as a reference tool only and should not be copied and pasted as an advert.

The **Advert Template** document can be found in this section of the Recruitment Toolkit.

## Advert template guidance

Your advert	
<b>Department</b>	
<b>Job Title</b>	
<b>Band</b>	
<b>Salary</b>	<p><b>EXAMPLE:</b></p> <p>Salary from £XXX to £XXX  <i>(Pro rata if applicable, and inclusive of London allowance)</i></p>
<b>FTE / Hours</b>  <i>No need to include status details for full time and/or permanent posts</i>	<p><b>EXAMPLE:</b></p> <p>This is a fixed term appointment for XXX months / years and / or is part time for XXX hours / days per week.</p>
<b>The Role</b>  <i>Start with a sentence briefly describing the area of work of the team or department.</i>  <i>Describe what the role will entail and the main duties and responsibilities.</i>  <i>If you are happy to consider applicants who are looking to work flexibly, mention it here.</i>	<p><b>EXAMPLE:</b></p> <p>As Programme Manager, you will be coordinating the practical side of executive education courses, working in collaboration with our faculty and supplier networks. This will include administrative arrangements for a portfolio of programmes, booking and securing all the services we provide, including accommodation, travel, catering, computing, entertainment, dinners, to ensure that the requirements of every event are met.</p>
<b>Why Choose Us?</b>	

	<p><b>EXAMPLE:</b></p> <p>As an employer of choice, the LSE offers an extensive benefits package including:</p> <ul style="list-style-type: none"> <li>• Competitive salary package of £XXX to £XXX</li> <li>• 25 days annual leave plus bank holidays and 8 university closure days</li> <li>• A competitive pension package</li> <li>• A healthy work-life balance for all employees</li> </ul> <p>We aim to do everything we can to support your personal and professional development and offer a range of courses and opportunities to nurture this, e.g. coaching and mentoring, part-funded further study.</p>
<p><b>Your Profile</b></p> <p><i>Summarise the relevant experience and qualifications required to undertake the role.</i></p> <p><i>Summarise any other key essential or desirable skills for the role.</i></p>	<p><b>EXAMPLE (1):</b></p> <p>In order to succeed in this role, you must possess excellent writing, presentation, communication and negotiation skills, be highly numerate and able to work proactively.</p> <p>A positive outlook, ability to work to clear deadlines and work well in a team are important.</p> <p><b>EXAMPLE (2):</b></p> <p>You will have experience in XXX, XXX and XXX.</p> <p>An understanding / awareness of XXX is essential.</p> <p>You must have significant experience of XXX.</p> <p>You will also have experience of XXX and preferably hold a XXX qualification, or have demonstrable work experience equivalent”.</p>
<p><b>How To Apply</b></p> <p>This section should be a call to action, advising candidates how to submit an application.</p> <p>You should include a contact name for queries if</p>	<p><b>EXAMPLE:</b></p> <p>For further information about the post, please see the how to apply document, job description and the person specification.</p> <p><b>To apply for this post, please go to XXX.</b> If you have any technical queries with applying on the online system, please use the “contact us” links at the bottom of the LSE Jobs page.</p>

<p>a person has a problem with applying online. This section should also include instructions about accessing further information and the online application process.</p>	<p><i>Candidates are advised to submit applications early to avoid disappointment as we reserve the right to close vacancies prior to the advertised closing date.</i></p> <p>The closing date for receipt of applications is <b>XXX (23.59 BST / GMT)</b>. Regrettably, we are unable to accept any late applications.</p>
<p><b>Positive Action Statement</b></p>	<p>The LSE is committed to building a diverse, equitable and truly inclusive university</p>
<p><b>Important note regarding Tier 2 sponsorship:</b></p> <p>To meet the criteria for the Resident Labour Market Test then your advert must clearly state all of the following information:</p> <ol style="list-style-type: none"> <li>1. The job title</li> <li>2. The salary package on offer</li> <li>3. The main duties and responsibilities of the post</li> <li>4. The skills, qualifications or experience required for the role</li> <li>5. The location of the job</li> </ol> <p><b>Note: This is only required if the post will be based at a location other than the main LSE campus</b></p> <ol style="list-style-type: none"> <li>6. The closing date for applications</li> </ol> <p>In addition, the skills, qualifications or experience that you state in the advert must be consistent with the criteria that you state in the person specification.</p> <p><b>Insert if Teaching Fellow or LSE Fellow:</b> <i>An LSE Fellowship is intended to be an entry route to an academic career and is deemed by the School to be a career development position. As such, applicants who have already been employed as a LSE Fellow for three years in total are not eligible to apply. If you have any queries about this please contact the HR Division.</i></p>	

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