

Recruitment Advertising



February 20, 2018
EMU 104 Coquille Room
4 - 5 p.m.

Agenda



-  **Register-Guard Contract Update & Process Overview** – Nancy Nieraeth
 -  **New Register-Guard Advertising Submission Process** – Sandee Bybee
 -  **Recruitment Advertising Guide Overview** – Marie Opsahl
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R-G Contract Update



 The UO has updated our university-wide contract with The Register-Guard, to include all job opening advertisements. Utilizing this contract across the university:

- **Leverages UO branding**
 - **Improves consistency of recruitment advertising**
 - **Streamlines the advertising process**
 - **Contains cost**
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Process Overview



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Online Form Submission

❖ Access form on HR website:
hr.uoregon.edu/register-guard

❖ Paperless process

❖ Form requirements:

❖ Department
contact information

❖ Index for payment

❖ Position title

❖ Job requisition number



The screenshot shows the Human Resources website interface. At the top, there is a green header with the text "Human Resources" in yellow. Below the header, there are three navigation tabs: "Careers" (selected), "Learning & Development", and "Benefits". The main content area displays the breadcrumb "Home > Careers > Working @ UO" and the job title "Office Assistant" in bold yellow text. Below the title, the job number "Job no: 521832" and the work type "Work type: Classified Staff" are displayed.

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Ad Production

- Jobs compiled weekly.
- Graphic Design creates ad copy.
 - Print ad
 - Digital ad (for limited time)
- Communications submits ad to Register-Guard by deadline.

The University of Oregon is hiring.

This Week's Featured Positions:

- Accountant (#521061)
- Purchasing & Receiving Clerk (#521061)
- Education & Operations Coordinator (#521061)
- Catering Operations Manager (#521061)
- Cashier (#521061)
- PT Research Asst/Assoc/Post Doc. IT/CS (#521061)
- Admin. Program Assistant (#521061)
- Accountant (#521061)
- Office Coordinator (#521061)
- Accountant (#521061)
- Purchasing & Receiving Clerk (#521061)
- Education & Operations Coordinator (#521061)
- Cashier (#521061)
- Admin. Program Assistant (#521061)
- Education & Operations Coordinator (#521061)
- Purchasing & Receiving Clerk (#521061)



UNIVERSITY OF
OREGON

[hr.uoregon.edu/
jobs](http://hr.uoregon.edu/jobs)

See website for complete announcement and application instructions or visit Human Resources, 677 East 12th Ave., Suite 400, 5210 University of Oregon, Eugene, OR 97403-5210. 541-346-3159

The UO is an equal opportunity, affirmative action institution committed to cultural diversity and compliance with the ADA. The UO encourages all qualified individuals to apply, and does not discriminate on the basis of any protected status, including veteran disability status.



Timeline & Deadlines



❖ Register-Guard deadline: Thursday, 5pm.

❖ Internal deadline: Tuesday, 4pm.

University Communications needs two business days to:

❖ Build ad,

❖ Format and review,

❖ And submit for publishing.

❖ Submit a separate form for each week of advertising.



Timeline & Deadlines

Register-Guard
Deadline



Week A	Monday	Tuesday Deadline—4pm	Wednesday	Thursday	Friday	Saturday	Sunday(1) Print Ad
Week B	Monday(1) Digital Ad	Tuesday Deadline—4pm	Wednesday	Thursday	Friday	Saturday	Sunday(2) Print Ad
Week C	Monday(2) Digital Ad	Tuesday Deadline—4pm	Wednesday	Thursday	Friday	Saturday	Sunday(3) Print Ad
Week D	Monday(3) Digital Ad						



Payment Process



- ❖ \$80 for each Register-Guard advertisement.
- ❖ University Communications pays Register-Guard.
- ❖ Payment from departments collected through journal voucher charge to index number.

Automatic Advertising



When HR approves a Faculty or OA job requisition, the job is automatically sourced via MyTrack to:

- ❖ UO Careers site
- ❖ The Chronicle of Higher Education online (ChronicleVitae)
- ❖ Higher Education Recruitment Consortium (Greater Oregon – GO HERC)

There is no cost to the unit for these placements.

*Classified jobs are automatically sourced to the UO Careers site only.



Advertising Resource Guide



New guidance and resources for advertising open positions at the UO are available on HR's Recruitment website under Hiring Faculty & Staff.

<https://hr.uoregon.edu/recruitment/hiring-faculty-and-staff/recruitment-advertising-guide>



Diversity Advertising



-  Strategic Outreach & Networking
-  Local and Online Diversity Resources
-  Higher Education Diversity Resources



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Next Steps



Exploring

- Additional enterprise agreements
- Ad aggregator model



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