



## RUTGERS POLICY

**Section:** 60.9.8

**Section Title:** Legacy UMDNJ policies associated with Human Resources

**Policy Name:** Recruitment Advertising

**Formerly Book:** 30-01-20-15:00

**Approval Authority:** Vice President of Faculty and Staff Resources

**Responsible Executive:** Vice President of Faculty and Staff Resources

**Responsible Office:** University Human Resources

**Originally Issued:** 7/1/1990

**Revisions:** 9/30/2009, 7/1/2013

**Errors or changes?** Contact: [policies@hr.rutgers.edu](mailto:policies@hr.rutgers.edu)

1. **Policy Statement**  
The policy covers Rutgers University employees who are employed within legacy UMDNJ positions.
2. **Reason for the Policy**  
To establish a policy and procedure for the advertisement of Faculty and Staff legacy UMDNJ positions.
3. **Who Should Read This Policy**  
All Rutgers employees who are employed in legacy UMDNJ positions.
4. **Related Documents**
5. **Contacts**  
University Human Resources: 848-932-3020
6. **The Policy**

### 60.9.8 RECRUITMENT ADVERTISING

To conduct a broad-based internal and external recruitment effort through advertising and/or review of existing resume files to attract qualified individuals as well as to reaffirm the University's commitment to Equal Employment Opportunity. In order to maximize the University's image and to publicize in an efficient and cost effective manner, whenever possible, advertisements shall be standardized and consolidated.

## PROCEDURE:

1. The hiring department shall contact the Human Resources Generalist and the Office of Employment Equity to request information regarding the best sources and methods of advertising. The Human Resources Generalist will provide assistance in recommending placement, writing advertisements and obtaining cost estimates for the advertisements. For positions in Range 23 and above, the Office of Employment Equity shall advise the recruiting department of the appropriate publications for the recruitment of minority and women candidates. The Human Resources Generalist shall be responsible for coordinating the consolidation and standardization of advertisements with the advertising agency.
2. Human Resources shall determine the size and the combination of vacancies to be advertised in order to maximize publication impact and cost effectiveness. Departments shall be required to absorb the cost of advertising and account numbers must be provided by the department.
3. Departments shall not place any advertisements in any media or have direct contact with advertising agencies. All communications with the advertising agencies shall be through the Human Resources Generalist.