

Managers Guide

Appendix 1

Advertising

Guide Summary: Advertising a Vacancy

Guide created on: 10th August 2020

(Amended June 2021)

Advertising a Vacancy

This document will guide you through the advertising process, further information can be provided through the Resourcing Team.

Advert

The advertisement is the opportunity to inform potential candidates of not only the role you wish to fill but to also promote the Trust and your department.

As of 28th April 2021, the way applicants apply for a post within the NHS changed. All applicants are now directed to our Recruitment system, TRAC. This has altered the look of requesting a vacancy and you must now complete 4 boxes of information about your vacancy and the Trust. The following document will guide you, ensuring all relevant information is captured - [NHS Jobs Advert Guide](#)

The advert should contain a brief description of the role, the minimum skills, qualifications and any professional membership required for the role using the Job Description and Person Specification as a guide. Additional information is also useful such as the team structure, what support they will have and any educational opportunities available.

Advert Example:



An exciting opportunity has arisen to join our team in the regional Maxillo Facial unit within Head and Neck Out Patients Department based at Aintree site of Liverpool University Hospital NHS Foundation Trust

We are looking to recruit a dynamic individual with a drive to promote high standard of care for our patients. The successful candidate will need to demonstrate excellent inter-personal and organisational skills and be able to guide and lead the team. They will be expected to support the provision of excellent nursing care and to work collaboratively with the multidisciplinary team. The post holder will be responsible, with the Clinic Manager for the organisation and management of the Maxillo Facial clinic in conjunction with the Matron.

The clinic is fast paced and the work is varied including clinics pre and post surgery restorative dental work, dressing clinics, major surgery planning , trauma, dental surgery and minor oral surgery procedures

To apply for this role you must be either a Registered Nurse or Registered Dental Nurse whose registration is current.

Be mindful with the wording you use to ensure it does not unfairly discriminate against anyone on the grounds of ethnicity, sex, age, sexual orientation etc. For example requesting a certain amount of years' experience could be indirectly discriminatory against younger candidates. All adverts are reviewed by the Recruitment Team to ensure legal compliance.

Gender Bias in Advertisements

It is well recognised that the wording used in advertisements and other associated documents can have a real impact on who decides to make an application for a vacancy and who discounts themselves and is put off. A large number of words are associated with either masculine or feminine stereotypes and can influence potential candidates. A Gender Bias decoder is a useful tool to determine whether the wording of your advert would attract a wider audience should a few changes be made. You can access the tool [here](#)

Redeployment – At Risk

A member of staff may be considered “at risk” of redundancy for two main reasons:

- 1) Medically at risk – An employee may be given “medical at risk” status if he / she is suffering from a diagnosed medical condition and is unable to fulfil the role of his / her post, following assessment and recommendation by the Health & Wellbeing Department (Occupational Health).
- 2) Organisational change – Staff will be deemed to be ‘at risk’ when they do not have a substantive post or their post and/or service is at risk of redundancy following organisational/structure change

An ‘at risk’ member of staff will have the right of priority consideration for other vacancies within the Trust and will be offered suitable alternative employment. Any suitable vacancies must be advertised to restricted redeployees for an initial 5 calendar days. If there are no applicants, the Resourcing Team will proceed to ‘normal’ advert. The Business HR department will be able to assist with any queries regarding this process and Workforce Change Policy.

Where to Advertise

Vacancies can be advertised either internally or externally. As noted below, all permanent posts must be advertised externally on the Trust website. This will ensure that we attract the most suitable person for the post whether they are an internal or external candidate

Internal Advertising

Any vacancies for internal staff only must be clearly marked on the Trac request. These vacancies are advertised on the Trust website but will ask candidates to confirm their current employment. Current employees, bank staff and agency workers who have been working for at least 12 weeks are all eligible to apply for internal vacancies. Internal advertising must only be used fixed term positions or secondment opportunities.

External Advertising

All Trust vacancies are advertised via our external website and NHS Jobs and an application **must** be submitted electronically either via TRAC. All permanent vacancies must be advertised externally.

Social Media/Additional Advertising

Social media such as Facebook, Twitter can be useful tools in promoting posts. The Resourcing team will arrange this for you through the internal communications team.

Should you wish to advertise via additional media such as a professional publication and/or website this must be requested through the Resourcing team who will review in the first instance to ensure this is a cost effective approach. A draft and quote will be provided and sent to you for approval. You will need to supply the team with a purchase order number before authorisation to proceed is provided.

Advert Duration

Posts should be advertised for an appropriate length of time in order to attract a sufficient response. For example, and Band 2 administrative post is likely to attract high number of applications within a very short timeframe whereas a radiographer will only attract a handful of applications within 2 weeks.




If you wish to cap the amount of applications or close early, a caveat must be given on the advertisement. You must contact Resourcing before 3pm to close an advert early; this is not an automatic feature of the TRAC system and must be closed manually. In order to be eligible for early closure, the post must have been advertised for at least a week **or** have

received at least 25 applications (these guidelines are based on the assumption of one post being appointed to).

You may wish to review how many applicants have applied for a vacancy; you can check this using your Recruiting Manager access of TRAC which will provide you with the number that have applied. The NHS Jobs update now means this figure will contain the total number of applications received.

3. Click the **Job reference number** to view the vacancy.



Job ref Job title Trac ID	Advertising scope	Closing date	Weekdays in stage	Weekdays to next review	Apps	Notes
Manage vacancy: 'Patient Services Administrative Assistant' and applications for it	Public	31-Jul-2019	2	2	0 > 0	  
752-AJ-005 Patient Services Administrative Assistant 1847000	Public	30-Jul-2019	3	8	0 > 7	  

Advertising Checklist:

- ✓ Ensure advert wording is factual & non-discriminatory
- ✓ Use the NHS Jobs Advert guide
- ✓ Is vacancy an internal or external opportunity
- ✓ Consider social media
- ✓ Use TRAC to view number of applicants

Number of vacancies/number of applications received