

A guide to advertising with CBR Business Solutions

Did you know?

CBR Business Solutions are able to advertise vacancies; on the CBR business solutions website and/or jobs24 – the Archant's EDP online job search.

The advertising costings are detailed below:

CBR Business Solutions website and jobs24 (EDP) online = £199.00 per advert
We can also arrange via Archant a 7-day targeted Facebook campaign for an additional £50.00 (cost price)
CBR Business Solutions website only £75.00 per advert

When do I need to get the advert to CBR for advertising?

Adverts can be uploaded at any time and therefore, organisations are able to advertise at a time that suits them; there is no cut off point or deadline. An advert can usually be uploaded within 24 hours. In most cases adverts are live for two weeks, but this can be decided upon by the client, depending on their specific recruitment needs and the dates they require the adverts to be live.

Adverts can be live on jobs24 and CBR Business Solutions for a maximum of four weeks.

Preparing a job advert; what should I include?

The job advert should be worded carefully, with the aim of accurately representing the role to attract applications from the most suitable pool of candidates. The wording should be checked to ensure that it does not give rise of a claim for unlawful discrimination.

Specifically what sort of information should be on an advert?

In order CBR Business Solutions can successfully advertise your vacancy and to help maximise the chances of receiving applications, below is a template of an advert which you may find helpful. The template details the type of information you will need to show on the advert.

Example advert:

REMEMBER TO ADD YOUR ORGANISATIO S LOGO...

JOB TITLE

HOURS

CONTRACT TYPE – I.E. PERMANENT, FIXED TERM CONTRACT, MATERNITY COVER

LOCATION

SALARY OR HOURLY RATE

DBS CHECK – IF REQUIRED AND AT WHAT LEVEL (Basic, Standard, Enhanced, Enhanced with Barred List) <https://recruit.unlock.org.uk/knowledgebase/level-criminal-record-check/>

ABOUT THE ORGANISATION
Give a brief description of the organisation and what it is that you do.

ABOUT THE ROLE
Next provide a brief description about the role including the main duties and responsibilities. Also include any specific qualifications or experience required.

If the role requires the successful candidate to have a DBS check add this information here.

HOW TO APPLY
Detail how to apply for the role. There are a number of ways candidates may apply:

1. By visiting the organisation’s website, downloading and completing the appropriate paperwork;
2. By visiting the CBR Business Solutions website, downloading and completing the appropriate paperwork;
3. By contacting a designated person at your organisation;
4. By sending a CV and covering letter to a designated person at your organisation.

Consider whether your organisation simply requires candidates to send a CV and covering letter

Please note Jobs24 are unable to add any attachments such as job descriptions/person specifications/application forms. However, attachments are able to be added to the CBR Business Solutions website or provide the link direct to your own vacancies page on your website,

If relevant, provide a contact name and phone number/email address for candidates to contact for further information about the vacancy.

CLOSING DATE – this is important as we cannot upload an advert without a closing date.

What other attachments do I need to include?

Depending on where the advert is to be advertised, other attachments may be included such as:

- Job description
- Person specification
- Equal opportunities form
- Application form

The Job description

Your job description has to go beyond just experience and education to include work and character traits that can impact a person's ability to thrive in your organisation.

The job description you create will serve multiple purposes.

- It forms the foundation of your recruitment ad and can entice the right people to apply
- It serves as your first opportunity to make a good impression of your company
- It helps focus your screening process, helping you choose only the most qualified candidates
- It lets you develop high-impact interview questions that can help you select the employees you need

The Person specification

The person specification is an important part of the recruiter's toolbox. It allows the organisation to communicate the exact traits they find desirable as well as essential in their ideal candidates: such as education, previous work experience and any other additional traits that are needed in the role.

The main purposes of a person specification are:

- Job seekers are able to assess themselves before applying and understand how they will fit in with the role and your business. This allows them to match themselves according to suitability and not just skills;
- It clarifies the two types of personal qualifications important to the employer: essential and desirable. This enables the employer to be explicit in what they want and how the candidate matches this criteria;
- It helps to communicate equal opportunities policies within the recruitment culture of a business. The law is very clear about discrimination. A person specification ensures you are assessing a candidate on their abilities related to the role;
- It means you test all of your candidates against the same list of priorities set out in advance. This helps remove bias, prejudice and personal interest, all of which can be problematic for recruiting successfully.

Equal Opportunities form

The monitoring of applications for the purpose of equal opportunities is a practice recommended by the Equality and Human Rights Commission. This can be an important tool for any organisation to enable it to ascertain at an early stage whether or not there appear to be any area of its work from which disadvantaged groups are excluded.

Application form

Employers use application forms to assess motivation and make a first pass at essential skills, including spelling, grammar and punctuation.

Your organisation's logo

Please also send us a .jpeg attachment of your organisation's logo.

WHAT DO I NEED TO SEND TO CBR BUSINESS SOLUTIONS?

Once your advert is complete, please email the attachment in **Word** to the email addresses below at CBR Business Solutions. Please include both consultants in the email as then we can be sure to pick up your advert quickly.

Any additional paperwork such as Job Descriptions/Job Packs may be sent as PDF documents for uploading,

If you are hosting your advert on your own website, please provide the link direct to the job site and we will upload that link to the CBR/Jobs 24 advert.

For more information

Please note it is the responsibility of the Recruiting Manager to ensure the advert is correct (including dates, typos, format) when it is sent to CBR Business Solutions in order to be advertised.

If you are interested in advertising your vacancies with CBR Business Solutions or for more information about recruitment and additional Archant publications or print offers please contact:

Kate Willcox, Lead HR Consultant on 01603 883850 or email

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or

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