



External Advertising of Job Postings Guide

Introduction:

Jobs posted through ROCS are automatically distributed to [Indeed.com](https://www.indeed.com), [Higher Education Recruitment Consortium \(HERC\)](https://www.higheredjobs.com), [HigherEdJobs.com](https://www.higheredjobs.com), and the State of New Jersey's Job Bank at no cost to the department. Hard-to-fill and high-volume job openings may require additional advertising to attract sufficient applicants and fill positions. Job advertising on external sites may be procured directly by the hiring department using department funds.

Advertising Requirements:

To ensure compliance with federal and state requirements, departments must ensure:

1. The ROCS posting remains “open” or publicly available for new applicants on the [Rutgers career site](https://jobs.rutgers.edu) while advertisements are run.
2. Advertisements include the below directions for applying via ROCS. When possible, online advertisements redirect potential applicants to the ROCS posting when clicking “Apply” and the below URLs are converted to hyperlinks.
3. All applicants apply via ROCS and follow standard recruitment procedures.
4. Advertisements include the hourly wage or salary (or range) and a general description of benefits and other compensation programs for which an employee in the position would be eligible.
5. Advertisements include a Rutgers EEO statement. The full EEO statement should be included in all advertisements. Space constraints may not allow for the full EEO statement in some print advertisements, in which case the shortened EEO statement may be used.

Directions for applying via ROCS:

To be considered, all applicants must submit an employment application by visiting the Rutgers career site at <https://jobs.rutgers.edu> and applying to posting number(s): ##AA####.

Full EEO statement:

It is university policy to provide equal employment opportunity to all its employees and applicants for employment regardless of their race, creed, color, national origin, age, ancestry, nationality, marital or domestic partnership or civil union status, sex, pregnancy, gender identity or expression, disability status, liability for military service, protected veteran status, affectional or sexual orientation, atypical cellular or blood trait, genetic information (including the refusal to submit to genetic testing), or any other category protected by law. As an institution, we encourage all qualified applicants to apply. For



additional information please see the Non-Discrimination Statement at the following web address: <http://uhr.rutgers.edu/non-discrimination-statement>

Shortened EEO statement for print advertisements with limited space:

Rutgers University is an equal opportunity employer. As an institution, we encourage all qualified applicants to apply.

Advertising Process:

Hiring departments may contract directly with job boards or contact one of our two ad agencies to purchase advertising. Ad agencies have been fully vetted and contracted through procurement, offer consolidated invoicing when purchasing multiple ads, and accept payment by invoice with a PO. Services they provide include:

- Ads on external job boards including sponsored ads on Indeed
- Recommendations for external sites to post (additional charges may apply for research)
- Recommendations for posting language to attract applicants (additional charges may apply for copy revisions)
- Social media campaigns
- Internet ads including banner ads, etc.
- Ads in printed media

To accelerate the process of procuring advertising, provide the following information when contacting an ad agency:

- Budget available
- Job title(s)
- Locations eligible for hire including city, state
- Links to job(s) on ROCS
- Locations of previously purchased internet ads
- List of desired sites to post, if applicable

General job postings can range from \$300-\$1,000. It is recommended that hiring departments establish and approve their budget prior to contacting an ad agency.

Advertising Agency Contact Information:

Rutgers has contracted two advertising agencies, which may be contacted using the information below.



Shaker Recruitment Marketing

Joe Nassar
Sr. Client Consultant
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www.shaker.com

Mary Pomerantz Advertising

Cathy Applegate
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(732) 214-9600
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