How to Write a Job Ad

Job Description

- Tell the story about NKU, your department and why it is special.
- Describe the position and why it is unique and other attractive elements.
- Include position title(s) (i.e., descriptive, working, or official).
- Include essential functions/major duties and responsibilities.
- Include reporting relationships if appropriate.

Job Requirements

- Knowledge, skills and abilities required for the job
- Minimum and preferred education, degree level and field(s)
- Licensure, if required or preferred
- Experience (type of experience and desired field[s]/discipline[s])
- Technical expertise or other special requirements
- Performance requirements (e.g., competencies, abilities, knowledge, demonstrated experience, etc.)
- Unique requirements of the department or organization

Preferred Criteria

- Special abilities or experience
- Membership or leadership in professional associations
- Certifications or unique training
- *Organizational fit* criteria (see additional documents)

Information Sought

- Letter of interest/cover letter
- Resume or curriculum vitae
- Statement of teaching or leadership philosophy
- Samples of publications
- Portfolio of materials or other work, if appropriate
- References with full contact information or Letters of recommendation
- Copies of transcripts (official or unofficial)
- Other information or documents that are needed to complete an initial evaluation of the applicant's credentials and experience.

Information Provided to Applicant

- Closing date or application review date and position availability/start date
- Where and how to apply (NKU jobs site)
- Inclusive language (see below)

Ad Placement

- Consider ad in targeted media such as journal for that profession.
- Place ad in minority media.
- Determine the mix and type of ads (e.g., online, print, targeted media, etc.).
- Seek advice and assistant of the HR department and inclusive excellence about drafting and placing ads.

Language within job postings:

Northern Kentucky University is an Equal Opportunity/Equal Access/Affirmative Action institution. We embrace inclusiveness, equity, and global awareness in all dimensions of our work and seek excellence through diversity among our students, administrators, faculty, and staff. Application by members of diverse groups is encouraged.

A best practice for recruiting diverse candidates is to ensure that the position description is aligned with the institution's commitment to diversity. The type of language used in the position description can be important to attracting diverse candidates (AAC&U).

> Addresses demonstrated commitment - "Demonstrated commitment to intercultural competence, inclusive excellence, and initiatives that advance the success of underrepresented groups."
>
> Key Responsibilities - "Provide direction and guidance for advancing the University's strategic priorities of inclusive excellence and student retention and graduation."

Minority Access Inc., a national nonprofit dedicated to increasing diversity and decreasing disparities honored Northern Kentucky University with the Role Model Award, naming NKU "an institution committed to diversity for 2015."