# Guide to job advertisements for academic staff

This guide provides advice on how to write a good job advertisement and what to include in one.

A good job advertisement meets the applicant’s needs, ensures that the applicant has sufficient knowledge and information to apply for the position and brands SDU as an attractive workplace. At the same time, the job advertisement sets the formal framework for the position, allowing the applicant to familiarise themselves with the terms of employment.

The qualification requirements in the job advertisement must be able to form the basis for shortlisting, assessment and selection, and must therefore be carefully considered.

In order to ensure transparency, the job advertisement should state that applicants will be assessed on 4 criteria (scientific career, scientific qualifications, teaching qualifications and other qualifications) on the basis of which an overall assessment is concluded.

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| **Heading**  The headline should be precise, concrete and catchy. It must include the name or title of the position.  **Teaser/lead**  Elaborate on the headline in a short teaser that describes what the position is about in brief and what the applicant can gain from applying for the position. This text also addresses Jobnet, LinkedIn and social media. It should attract the attention of potential candidates. |
| **Outline the tasks before the desired skills**  What makes this job special? What areas of the job will motivate the applicant?  **A good, specific, open job advertisement**  In general, potential candidates are looking for a new job to get:   * More opportunities for learning/skills development * New challenges * A better culture * Better pay and benefits * A position that matches their skill set * A position with a better work-life balance * Career development/promotion   It’s a good idea to describe which of these motivational factors the specific position has in the job advertisement.  Describe the 5–7 primary and prioritised tasks of the job. It’s a good idea to combine text and bullet points. You may also want to describe the job’s performance goals. What goals does the employee need to achieve to be successful?  Please note that the job [structure](https://www.retsinformation.dk/eli/lta/2019/1443) sets the framework for the content of the job categories that can be used for academic staff at the University. |
| **Prioritise the desired skills**  Describe a set of desired skills rather than a checklist where candidates must be able to tick each and every skill off the list. This allows a greater pool of qualified candidates to apply for the position.  Consider which scientific qualifications, teaching qualifications and other qualifications are important to emphasise. Start by describing the academic qualifications and experience required and then describe important personal qualifications.  Help applicants write great applications:  Describe that the applicant must explain how the included publications have been selected and how they represent the applicant’s research and communication skills.  Describe if research leadership and/or research collaborations, funding applications and grants will be prioritised.  Describe what teaching qualifications and other qualifications are desired. |
| **Specify education requirements**  Specify whether a specific educational background is a requirement or whether it may be legitimate to apply even if the educational background may be different than what is expected. |
| **Describe the workplace**  Candidates pay less attention to the description of the workplace; therefore it’s a good idea to communicate this information at the end of the job advertisement.  Provide details about the department (number of employees, organisational structure, culture, values and tone, references, etc.) You may also want to link to the unit’s website.  Video about SDU on SDU’s YouTube channel: <https://www.youtube.com/watch?v=FXi3TpGb9OM>  Text about SDU:  **SDU creates value for and with society and shapes the future through high quality, talented people and outstanding environments.**  The University of Southern Denmark is a world-class university driven by an ambition to promote research results that develop society. The major challenges of the 21st century are complex and multifaceted; sustainable change and solutions require new – often interdisciplinary – research-based knowledge, and the University of Southern Denmark is an indispensable stakeholder in the transition process.  Value, quality, talented people and outstanding environments are pivotal for the University of Southern Denmark’s strategic initiatives.  Read more: [https://www.sdu.dk/en/om\_sdu](https://www.sdu.dk/da/om_sdu) |
| **Describe the recruitment process**  What are the next steps in the job process? Who can be contacted if there are any questions? It is important for candidates to know the various deadlines in the recruitment process, including application deadlines, when shortlisting and assessment notifications are made, when interviews are expected to take place, etc. and when the position is due to start.  If you want to use shortlisting, the job advertisement must state that shortlisting may be used in the recruitment process.  The job advertisement may state that applicants can read more about the assessment process on the University of Southern Denmark’s website here: [https://sdunet.dk/en/servicesider/hr/rekruttering-og-onboarding/vip/bedoem](https://sdunet.dk/da/servicesider/hr/rekruttering-og-onboarding/vip/bedoem) |
| **Describe the terms of employment**  Describe if it is a permanent position/temporary/project position/etc. of [number of hours] hours per week. For fixed-term employment, enter the period of employment here.  Describe that employment and remuneration is based on the collective agreement for academics in the state. Start date and place of work are also indicated. |
| **Write the deadline and requirements for the application**  Describe requirements for CVs and documentation of exams, experience, etc. based on the type of position. |