

ARS □ CSREES □ ERS □ NASS

Policies and Procedures

Title: ARS Job Advertisements-Print and Online

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This P&P establishes policy for use in placing job advertisements using print and online sources for ARS job opportunities.

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1. Introduction.

Recruitment of an outstanding diverse workforce is a critical responsibility of all supervisors. Federal supervisors are responsible for recruiting and retaining staff in order to meet established work goals and objectives. This is a major responsibility requiring a targeted, coordinated, and focused effort to attract the “most highly qualified” employees with diverse backgrounds into the workforce.

To ensure the recruitment process is effective and efficient, supervisors must:

- Determine precise hiring needs
- Initiate recruitment actions
- Develop vacancy announcements and paid advertisements in collaboration with the servicing Human Resources Specialist
- Issue vacancy announcements for positions
- Market positions to attract highly qualified candidates
- Interview candidates
- Select the “most highly qualified” candidate for the position

2. Mandatory Posting Requirements.

In the recruitment process, the only mandatory requirement for posting positions is that the vacancy announcement must be included on the Office of Personnel Management’s USAJOBS website (www.usajobs.opm.gov). It is the servicing Human Resources Specialist’s responsibility to ensure that this requirement is met. In ARS, vacant positions are also posted on the ARS website, and many locations also advertise positions on their own location website to further enhance the job advertisement process.

3. Advertising Options.

To increase the likelihood that announcements reach the desired applicant pool, consider advertising:

- In major scientific and technical publications (for example, Science magazine)
- With disability and veteran organizations
- With minority-serving organizations and institutions
- On job boards hosted by professional societies, private companies, or colleges and universities
- In college or university newspapers
- In local newspapers

While there are many resources available for use in print and online advertising, the supervisor/selecting official is the best person to decide how to reach the target audience (e.g., advertising a Research Chemist position through the American Chemical Society; advertising a Biological Science Laboratory Technician position through an advertisement in a college newspaper).

Whatever the decision, the supervisor should work closely with the servicing Human Resources Specialist to appropriately time the advertisement with the opening and closing dates of the vacancy announcement.

4. Information in Job Advertisements.

Job advertisements should be attractive and the ad content should be enticing to potential applicants – encouraging them to want to learn more about the position and the agency.

The guidance below provides a brief explanation on the types of information which must be included in advertisements placed in print media (scientific and technical publications and newspapers) and through online job boards. The samples provided show how advertisements should be prepared but do not cover items such as font size, spacing, etc., which are usually addressed in the advertisement criteria provided by each publication or website being used. Typically, publications charge by the line or word. Use concise but understandable language. Advertisements should capture interest and alert potential applicants on where they can get details about the position and how to apply.

Judicious use of white space often makes an advertisement more attractive to potential applicants and makes the advertisements easier to read.

Include in ARS Job Advertisements.

- a. **USDA/ARS Logo** – to present a consistent corporate image of USDA/ARS, the logo should be used in all classified ads in scientific and technical publications, unless a publication prohibits its use. If a publication prohibits the use of logos, use one of the sample ads without the USDA/ARS logo to prepare the ad text.
- b. **“Catchy” Opening Phrase** – such as, “The premier food and agricultural research agency of USDA.”
- c. **Position Title/Grade** – if the Federal job title is not descriptive for non-Federal applicants, consider using an accepted title in the occupational field with the official title in parentheses below (e.g., Meat Microbiologist (Research Microbiologist, GS-11/12) or Laboratory Technician (Biological Science Laboratory Technician, GS-5/6/7).

- d. **Salary of Position** – include the salary range for the step 1 of the lowest grade being advertised through the step 10 of the highest grade being advertised. Include the statement, “Salary range of \$XX, XXX to \$XX, XXX.”
- e. **Location of Position** – when using the USDA/ARS logo, the opening sentence should read, “The (name of lab/office), (city and state), is...” When the USDA/ARS logo is not used, the opening sentence should read “The U.S. Department of Agriculture (USDA), Agricultural Research Service (ARS), (name of lab/office), (city and state), is”
- f. **Type of Position** – indicate whether the position is permanent full-time or part-time, or temporary full-time or part-time.
- g. **Brief Statements Describing Job** – it is suggested that the ad include 3 to 5 informative and descriptive statements only; use plain English; express the assignment in a way to interest the applicant. These statements do not need to be complete sentences.
- h. **Information on Where to Find or Get a Copy of the Announcement** – include the web address for the ARS Careers website (www.ars.usda.gov/careers), the vacancy announcement number, and a phone number to call for a printed copy. Also include a statement indicating “Applications must be received/postmarked by (date).”
- i. **Citizenship Requirement** – include the statement, “U.S. citizenship is required.” For ARS Postdoctoral Research Associate position advertisements, include the statement “Citizenship Restrictions Apply.”
- j. **Open Announcement Period** – include the statement, “Announcement open: Date to Date.”
- k. **EEO Statement** – include the statement, “USDA/ARS is an equal opportunity employer and provider.” The type size may be such that the statement fits on one line.

5. Summary of Responsibilities.

Supervisor/Selecting Official –

- Prepares advertisements for use in print media or for online job boards in cooperation with the servicing Human Resources Specialist.
- Submits the advertisement text to the servicing Human Resources Specialist for review and approval *prior to placing the advertisement.*
- Ensures that any area/office ad approval procedures are followed in the process.

Servicing Human Resources Specialist –

- Works in cooperation with the supervisor/selecting official in the preparation of advertisements for use in print media or for online job boards.
- Reviews and approves all advertisements for use in print media or for online job boards *prior to the advertisement being placed*.
- Annotates the advertisement copy by initialing and dating, and maintains a copy of the approved advertisement in the case file for the position.

Office of Outreach, Diversity, and Equal Opportunity, Recruitment Staff –

- Provides guidance and assistance on sources to use when placing print and online advertisements.
- Publicizes job opportunities through the ARS Jobs List Serv.
- Provides guidance and suggestions on ways to market job opportunities.
- Provides guidance on the creation of print and online advertisements designed to advertise multiple positions.

/jhb/

James H. Bradley
Deputy Administrator
Administrative and Financial Management

Attachments:

Exhibit 1
Exhibit 2
Exhibit 3
Exhibit 4

Sample Ad Using the USDA/ARS Logo



“The premier food and agricultural research agency of USDA”

**Research Leader
Grape Genetics Research Center
Geneva, New York**

(Supervisory Research Molecular Geneticist/Biologist/Physiologist)
Salary Range of \$XX,XXX to \$XX,XXX

Announcement Open: May 29, 2006 through July 3, 2006

The ARS North Atlantic Area is seeking highly qualified candidates for a permanent full-time scientific position.

This position affords the opportunity to:

- Direct an exciting group of scientists working at the leading edge of horticultural research
- Advance grape production through interdisciplinary research, breeding and technology transfer
- Oversee construction of a new 59,000 gross sq. ft. laboratory and greenhouse facility
- Work collaboratively with the Cornell Experiment Station and the ARS Plant Genetics Research Unit, Geneva, NY, other ARS locations and industry

***Join us in enhancing the
health and wealth of the Nation and its people
solving problems, expanding knowledge, delivering answers***

To apply, print a copy of vacancy announcement ARS-X6W-1234 from the ARS Careers Website at www.ars.usda.gov/careers, and follow the application directions provided. To have a printed copy mailed, call XXX-XXX-XXXX. U.S. citizenship is required. Applications must be received by

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Sample Ad without the USDA/ARS Logo

**U.S. Department of Agriculture
Agricultural Research Service**

“The premier food and agricultural research agency of USDA”

**Research Leader
Grape Genetics Research Center
Geneva, New York**

(Supervisory Research Molecular Geneticist/Biologist/Physiologist)
Salary Range of \$XX,XXX to \$XX,XXX

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Sample Ad – Text Only

The U.S. Department of Agriculture (USDA), Agricultural Research Service (ARS), North Atlantic Area is seeking highly qualified candidates for a permanent full-time **Research Leader (Supervisory Research Molecular Geneticist/Biologist/Physiologist)**, for the **Grape Genetics Research Center, in Geneva, New York**. Salary range of \$XX,XXX to \$XX,XXX. This position affords the opportunity to direct an exciting group of scientists working at the leading edge of horticultural research; advance grape production through interdisciplinary research, breeding and technology transfer; oversee construction of a new 59,000 gross sq. ft. laboratory and greenhouse facility; and work collaboratively with the Cornell Experiment Station and the ARS Plant Genetics Research Unit, Geneva, NY, other ARS locations and industry. To apply, print a copy of vacancy announcement ARS-X6W-1234 from the ARS Careers Website (www.ars.usda.gov/careers), and follow the application directions provided. To have a printed copy mailed, call XXX-XXX-XXXX. U.S. citizenship is required. Applications must be received by ... *USDA/ARS is an equal opportunity employer and provider.*

Exhibit 4

Download and save the USDA/ARS logo file below for use in print advertisements by copying and pasting the logo to a directory you can easily locate (e.g. H:\wpdocs\filename). Contact the Office of Outreach, Diversity, and Equal Opportunity, Recruitment Staff on 301-504-1709 if you encounter problems downloading this logo file.

