

# ADVERTISING



**THOMPSON  
RIVERS  
UNIVERSITY**

805 TRU Way  
Kamloops, BC V2C 0C8  
tru.ca

**POLICY NUMBER** ADM 04-5  
**APPROVAL DATE** September 4, 2007  
**AUTHORITY** President  
**CATEGORY** Administrative  
**PRIMARY CONTACT** Director, Human Resources  
**ADMINISTRATIVE CONTACT** (TBD)

## POLICY

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This policy outlines the normal requirements for the posting and advertising of positions.

Requests for a new position or replacement position must be approved in advance by the relevant Dean/Director and Vice-President. Administrative positions at the Dean/Director level and above will normally be advertised nationally. A tenure-track faculty position shall be advertised nationally, as outlined in the collective agreement. Open Learning tutor positions and support staff positions will normally be advertised locally and/or provincially in accordance with the relevant labour market for the position.

## REGULATIONS

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### Posting of Vacant Positions

#### **Administrative**

In accordance with the Benefits and Working Conditions document, all on-going positions will be posted internally for ten (10) working days. Temporary and Acting positions of six (6) months or greater will be posted internally for five (5) working days.

#### **Faculty**

No appointment shall be made to a tenure track position unless the position has been advertised nationally. In accordance with the collective agreement at Article 5.3.2.2.1, all sessional, limited-term and tenure-track vacancies shall be posted for ten (10) working days. External postings may occur concurrently. The Appointments Committee may recommend to the Dean for approval that the vacancy be posted internally only.

#### **Open Learning Tutors**

In accordance with the collective agreement at Article 6.2(3), vacancies will be posted for seven (7) calendar days.

### **Support**

In accordance with the collective agreement at Article 11, a position of four (4) months duration or longer shall be posted for ten (10) working days.

### **Advertising Requirements and Timing**

#### **Human Resources Division responsibilities:**

1. The Human Resources Division (HR) will coordinate all advertising requests for Thompson Rivers University. The Human Resources Division will ensure that three template advertisements are developed for the various media (local, provincial, national).
2. When all approvals (PRR/Advertising copy) are in place, HR will ensure placement in the appropriate media, web-sites, e-mail, journals, trade publications or local, provincial or national newspapers.
3. Human Resources will ensure that all vacant positions are posted on the TRU Website and electronic mail as required by the respective collective agreements and relevant policy.
4. Wherever possible, TRU will seek to minimize advertising costs by using all means possible including web-sites, e-mail lists, and faxes to other institutions. Newspaper advertisements will be kept to a minimum unless there is demonstrable reason to utilize more than one publication.
5. When national advertising is requested, HR will place advertisements in the appropriate publication. If a display advertisement is prepared, the display advertisement will feature all vacancies in a single ad for maximum exposure and cost efficiency. Faculty vacancies will also be placed in the classified (text only) section of the relevant journal.
6. In consultation with the relevant Vice-President, HR will determine the relevant provincial/national newspapers that will be utilized. Advertising in a provincial/national newspaper will normally occur only once a month, (the first Saturday of each month). Such newspaper advertisements will not occur on a weekend before a statutory holiday due to lower than average readership.
7. Local advertisements will be placed once a week, as required, in a local paper and will feature all vacancies in a single ad for maximum exposure and cost efficiency.
8. Signing authority for the cost of advertising resides with the Director, Human Resources.

#### **Faculty/School/Division Responsibilities:**

1. Each Faculty/School/Division will be required to advertise the vacancy to universities/relevant institutions across Canada through the use of e-mail, fax, and applicable internet sites. Departments are encouraged to use other creative, low-cost

methods to enhance the visibility of the vacancies in their departments. The format of these ads is standard and coordinated in the Human Resources Division.

2. Each Faculty/School/Division will be required to plan for vacant positions well in advance and ensure that the required PRR approvals and Ad Copy requests are submitted to the Human Resources Division in a timely fashion that to ensure the placement in the appropriate publications.
3. Each Faculty/School/Division will be required to plan advertising requests to meet these established deadlines for these publications.

### **Advertising deadlines**

<b>PUBLICATION</b>	<b>HR DEADLINE</b>	<b>PUBLICATION DATES</b>
<b>University Affairs</b>	25 <sup>th</sup> of the month, two months prior to publication date (e.g. April for June issue)	January to December (note: summer publications are June/July & August/September)
<b>CAUT Bulletin</b>	25 <sup>th</sup> of each month, one month prior to publication date (e.g. April for mid-May issue)	September to June
<b>Vancouver Sun/ Province newspaper Calgary Herald/ Edmonton Sun national papers</b>	Tuesday, 12:00 pm first week in month	Saturday careers of 1 <sup>st</sup> week each month
<b>Kamloops Daily News Kamloops This Week</b>	Tuesday, 12:00 pm	Saturday/weekend publication of same week

\*\*Reference document – see **Appointment's Policy** for details regarding interview process, interview costs, and written offers of employment.