

# SOP: Job Advertisement Posting Procedures and Channels

This SOP details the **job advertisement posting procedures and channels**, covering the standardized process for creating, reviewing, and approving job ads, selecting appropriate platforms for posting, scheduling and monitoring ads, and ensuring compliance with company policies and legal requirements. The aim is to optimize candidate reach and maintain consistent communication of job opportunities across all recruitment channels.

## 1. Purpose

To outline standardized steps for job advertisement posting, ensuring effective candidate outreach and consistent job communication while complying with policies and legal requirements.

## 2. Scope

This SOP applies to Human Resources personnel and hiring managers responsible for the recruitment and hiring process.

## 3. Definitions

- **Job Advertisement (Job Ad):** Public notice announcing an open position.
- **Posting Channels:** Platforms used to announce job vacancies (e.g., job boards, social media, company website).

## 4. Procedure

1. **Job Ad Creation**
  - Obtain job requisition approval.
  - Draft job ad using company job description template, including: Job title, Responsibilities, Requirements, Location, Application instructions, Equal Opportunity statement.
2. **Review and Approval**
  - Submit draft to HR Manager and relevant department head.
  - Incorporate feedback and secure final approval.
3. **Select Posting Channels**
  - Consider job nature, seniority, and target audience.
  - Primary channels may include:
    - Internal career page
    - External job boards (e.g., Indeed, LinkedIn, Glassdoor)
    - Social media (e.g., LinkedIn, Facebook, Twitter)
    - Recruitment agencies (where applicable)
4. **Schedule Posting**
  - Set go-live and closing dates.
  - Ensure coordination for simultaneous multi-channel posting.
5. **Monitor and Update**
  - Track ad performance and candidate flow (e.g., applications volume, diversity metrics).
  - Renew, revise, or remove job ad as needed.
6. **Compliance**
  - Ensure all postings follow company branding and Equal Opportunity guidelines.
  - Verify legal compliance (e.g., non-discriminatory language, privacy regulations).

## 5. Roles and Responsibilities

Role	Responsibility
HR Coordinator	Drafts job ads, posts ads, monitors platforms.
HR Manager	Reviews and approves job ads, ensures compliance.
Hiring Manager	Provides job specifications, reviews drafts.
IT/Web Team	Maintains career page functionality.

## 6. Documentation and Records

- Maintain copies of all posted job ads and approval records for a minimum of 2 years.
- Keep data on posting dates, channels used, and related performance analytics.

## 7. References

- Company Recruitment Policy
- Equal Employment Opportunity (EEO) Guidelines
- Relevant labor laws and regulations

## 8. Revision History

Date	Revision	Description	Approved By
2024-06-01	1.0	Initial SOP Release	HR Director