

# Standard Operating Procedure (SOP): Drafting and Publishing Job Advertisements

This SOP details the process for **drafting and publishing job advertisements**, encompassing job analysis, creating clear and inclusive job descriptions, selecting appropriate advertising platforms, ensuring compliance with legal and organizational standards, and scheduling publication timelines. The objective is to attract qualified candidates effectively and efficiently while maintaining consistency and professionalism in the recruitment process.

## 1. Scope

This SOP applies to all HR and recruitment staff involved in the hiring process within the organization.

## 2. Responsibilities

- Recruiter/HR staff: Drafts, reviews, and submits job advertisements.
- Department Manager/Hiring Manager: Provides information for job analysis, reviews and approves job descriptions.
- HR Compliance Officer: Ensures compliance with legal and organizational standards.
- Recruitment Coordinator: Schedules and executes the publication of advertisements.

## 3. Procedure

1. **Job Analysis**
  - Consult hiring manager to determine vacancy details, including job title, department, location, and reporting line.
  - Assess the required responsibilities, qualifications, skills, and experience.
2. **Drafting the Job Description**
  - Create a job summary that is clear, concise, and inclusive.
  - List key responsibilities and daily tasks.
  - Specify required qualifications, experience, and skills.
  - Highlight company culture, benefits, and any unique opportunities.
  - Use gender-neutral and inclusive language.
3. **Internal Review and Approval**
  - Share draft with hiring/department manager for feedback and approval.
  - Submit final draft to HR Compliance Officer for legal and policy checks.
4. **Select Advertising Platforms**
  - Choose platforms based on target audience (e.g., company website, job boards, professional networks, social media, niche industry sites).
  - Determine any paid advertising needs and obtain necessary approvals.
5. **Prepare Publication Schedule**
  - Plan publication start and end dates.
  - Coordinate postings across selected platforms for maximum visibility.
6. **Publish Job Advertisement**
  - Post the ad on approved platforms, ensuring consistency in content.
  - Confirm the ad is live and displayed correctly.
7. **Maintain Records**
  - Keep copies of published ads and approval documentation.
  - Track publication dates, platforms, and ad performance metrics.

## 4. Compliance and Quality Assurance

- Adhere to anti-discrimination laws and equal opportunity guidelines.
- Maintain confidentiality of internal information.
- Ensure accuracy and consistency with organizational branding and messaging.

## 5. Documentation & Records

Document	Responsibility	Retention Period
Job Analysis Form	HR Staff	5 years
Final Job Description	HR Staff	Permanent
Approval Records	HR/Manager	3 years

Advertisement Copies	Recruitment Coordinator	2 years
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## 6. Review & Revision

This SOP should be reviewed annually or as necessary to reflect best practices and regulatory changes.

## 7. References

- Equal Opportunity Employment Act
- Organizational Recruitment Policy
- Brand and Communications Guidelines

*For questions or feedback on this SOP, contact the HR Compliance Officer.*