# Writing a Job Ad

## Checkmark graphic To Do (ideally with a group; can be done alone)

Spend some time thinking about the work that needs to happen in your library

Gather that into a general idea of a job; start listing skills required to do these tasks

Work out a job description

Write up a list of skills a person would need to be successful at this job

Give this to your HR department to look over, if they have not been involved yet

Look for places to post a job ad: online, in newspapers, on flyers, etc. Get price quotes, find out cost, see about translation services.

Start writing ad.

List things the candidate MUST have, absolute deal-breakers without them. If a candidate MUST have a MLIS degree before starting, say that.

A longer list will be things you would like to see in a candidate, but not everything on the list is mandatory.

Maybe a quick list of a couple of things that may sweeten the application but is too much to hope for – a second Master’s degree, a programming certification, etc.

Talk about your organization! Most online ads have pretty much unlimited space, so use it! Tell the candidate what your library is like: quiet and everyone whispers, fast-paced and loud, near the bus or train so commuting is easy, team work is part of every day’s tasks, telecommuting is okay, kayaks are available for lunchtime breaks, you can shop at Macy’s next door on your lunch hour – anything to give an accurate picture of what is like to work in your library.

SALARY, or at least a salary range. You know what you are paying this job; hiding that from a candidate is terrible behavior – trying to get the candidate for the cheapest price possible. What does that say? You don’t value them; and they will return the favor by leaving you without a backward glance when they get a better offer.

Any benefits? Add those in! Salaries in libraries are often not thrilling; benefits of insurance, a 401k with matching funds, flexible schedules – these are important.

Your contact information, the way you want the application returned, the deadline for applying, and any other info you have about the hiring process.

Your goal here is to get a pool of great candidates!! Adding in color and life to the ad will bring them to your library, so you can find the best!