



OFFICE of
HUMAN RESOURCES

EAST TENNESSEE STATE UNIVERSITY

Advertisement Verbiage

All advertisements must include:

- Department/unit Name
- Job Summary
- Essential Job Duties
- **The academic expectations and/or qualifications** that will be used to screen applications and make an employment decision.
 - Distinguish between the minimum required qualifications for appointment, and qualifications that are preferred/ideal. (Note: The advertised expectations and/or qualifications must be applied to all applicants: e.g., if an applicant is excluded from consideration for lack of a credential identified as a requirement for the position, ALL applicants who lack that same credential must be excluded.)
 - **Minimum/Required Qualifications** = basic qualifications that an applicant must possess. These should be:
 - Non-comparative
 - Objective
 - Relevant to the particular position
 - Preferred Qualifications = those additional qualifications that make a candidate ideal but may not be necessary to successfully perform the job.
- **Diversity and Inclusion Statement:** All advertisements should include the blanket ETSU and/or their Department's/College's Diversity Statement. The blanket statement is:
 - "ETSU is committed to a diverse and inclusive workforce by ensuring all of our students, faculty, and staff work in an environment of openness and acceptance. Successful candidate(s) should have a demonstrated commitment and contribution to fostering and advancing equity, diversity and inclusion."
- **Affirmative Action Statement:** All jobs posted in eJobs automatically have ETSU's Affirmative Action Statement listed at the bottom of every posting and page. There is no need to add it to the job postings, but you may if you wish to include:
 - East Tennessee State University (ETSU) is an Equal Opportunity/Affirmative Action employer.

OR

- AA/EOE
- Physical demands (ADA) **Disclaimer** - The disclaimer should expressly state that the employee must be able to perform the essential functions of the position satisfactorily.
 - Employees must be able to perform the essential functions of the position satisfactorily with or without reasonable accommodation.
- Salary or contingent upon education and experience if you have capability and/or approval to negotiate.

Faculty postings should also include:

- Include appointment type (9-month or 12-month)
- Include faculty rank (tenure track/clinical track/research track)
- Including the projected starting date of the appointment is best practice, but not required. In cases where the search is expected to be straightforward, the statement might read, for example:
 - The Department of _____ seeks an experienced faculty member to serve as the _____ to develop and launch _____ in Spring of 2023. The position is a 12-month clinical or tenure-track appointment and is available to start as soon as the search process has ended. Faculty rank commensurate with education and experience. Some appointments may be eligible for tenure. Clinical track appointments may be convertible to tenure-track no later than the end of year three of the appointment.

External Advertising (additional to eJobs)

Typically, most positions are advertised in electronic and/or print media which have a national or international audience (HigherEdJobs.com, InsideHigherEd, HERC, etc.). Additional to advertising the position in eJobs, currently ETSU automatically posted to:

- HigherEdJobs.com
- Higher Education Recruitment Consortium (HERC)
- Southern Regional Education Board (SREB - Faculty, Research, and Fellowship positions ONLY)
- Facebook
- LinkedIn
- Twitter

Advertising in any additional resources, other than those listed above, is the responsibility of department (posting and payment).

External advertisements that have a cost and/or are different from what is posted in eJobs, must seek approval by submitting the request through the procurement system, currently eBucs.

All external postings must have:

- Approved Advertising text.
 - External postings should not contradict the approved jobs posting in eJobs.
- Language that informs applicants how to apply. Example:
 - For consideration, candidates must apply and submit all required documents to the university's hiring system and follow any special instructions listed in the posting. See the full position description and apply at: (Link to eJobs and/or to the posting).

OR

- To apply for this position, please visit our website at: <https://www.etsu.edu/jobs/>