



## Recruitment Advertising Guide

The Office of Human Resources offers advertising packages that are centrally funded and are offered to departments free of charge. All packages listed below include significant services and protections afforded by the Office of Human Resources' advertising service:

- *Full Observance of the Department of Labor's Office of Federal Contract Compliance Programs (OFCCP):* OFCCP enforces, for the benefit of job seekers and wage earners, the contractual promise of affirmative action and equal employment opportunity required of those who do business with the Federal government
- *Complimentary Social Media Package:* Clemson Careers' Twitter, Instagram, and Facebook Pages
- *Stored Advertising Images*
- *Advertising Consultation for Marketing Customization (If Required)*
- *Comprehensive Marketing Services:* Job Posting, Identification of Job Type Based Marketing Channels, Securing Marketing Run Dates, Marketing Effectiveness, Etc., Tracking Data

### The Academic / Extension Package

This package is appropriate for all faculty and extension hires. Examples include Associate Professor, Assistant Professor, Professor, Lecturer, and Extension Agent / Associate.

- *HigherEdJobs.com*
- *Inside Higher Ed*
- *Indeed*
- *Southern Regional Education Board*
- *Chronicle of Higher Education*

### The Business Package

This package is appropriate for specific administrative/financial hires. Examples include Business Officer, Accountant / Fiscal Manager, Student Services Manager, Student Services Program Coordinator and Program Manager / Coordinators.

- *HigherEdJobs.com*
- *Inside Higher Ed*
- *Indeed*
- *LinkedIn*
- *Sacubo - Southern Association of College and University Business Officers*

### **The Athletics Package**

This package is appropriate for athletic department and athletic academic support positions. Examples include Athletic Academic Advisor, Athletic Coach, and Assistant / Associate Athletic Director.

- *OnlineSports.com*
- *NCAA Career Center*
- *HigherEdJobs*
- *Inside Higher Ed*
- *Indeed*
- *LinkedIn*

### **The Engineering Package**

This package is appropriate for all College of Engineering hires. Examples include Associate Professor, Assistant Professor, Research Assistant, Post-Doctoral Fellow, Lecturer.

- *Engineering.com*
- *HigherEdJobs*
- *Inside Higher Ed*
- *Indeed*
- *LinkedIn*
- *Chronicle of Higher Education*

### **The Finance and Accounting Package**

This package is appropriate for finance or accounting-related jobs. Examples include Fiscal Technician, Account / Fiscal Analyst and Auditor.

- *Financial Executives Networking Group*
- *Foundations Financial Officers Group*
- *HigherEdJobs*
- *Inside Higher Ed*
- *Indeed*
- *LinkedIn*

### **The Trades / Technical Package**

This package is appropriate for trades/technical jobs. Examples include Trades Manager, Trade Specialist (Plumber, Electrician, HVAC, Carpenter, etc.), Arborist, Landscaper and Custodian.

- *TCTC*
- *Greenville Technical College*
- *Indeed*

### **The Information Technology Package**

This package is appropriate for information technology related jobs. Examples include Systems Programmer, Systems Administrator, Applications Analyst, IT Consultant, Database Administrator, Developer, and IT Manager.

- *Greenville Technical College*
- *HigherEdJobs*
- *Inside Higher Ed*
- *Indeed*
- *LinkedIn*

### **The Medical / Healthcare Package**

This package is appropriate for medical/healthcare jobs. Examples include Staff Physician, Nurse, Psychiatrist, Psychologist, Pharmacist and Dietitian.

- *HigherEdJobs*
- *Inside Higher Ed*
- *Indeed*
- *LinkedIn*
- *Higher Education Recruitment Consortium*
- *American College of Healthcare Executives*
- *American Association of Physician Specialties (ABPS)*

### **The Development / Fundraising Package**

This package is appropriate for all University Development or Donor Relations hires. Examples include any roles under the following categories: Alumni Relations, Donor Relations, Foundation Relations, Development Officer, Planned Giving, Principal Strategy, Annual Giving.

- *Association of Development Officers*
- *Clemson Alumni Career Services*
- *HigherEdJobs*
- *Inside Higher Ed*
- *Indeed*
- *LinkedIn*