

Good Practice Guide for Employers Advertising on JobsOnline

Posting a vacancy on a university job board offers a unique opportunity to engage with talented students and recent graduates who are eager to apply their skills in a professional setting. This guide provides a framework for employers to effectively structure their job adverts.

Structuring Your Job Advert

To create an appealing and informative job advert, consider including the following key details:

1. **Organisation Overview:** Briefly introduce your company, including your mission, values, and core activities. This helps candidates align their career aspirations with your organisation's goals.
2. **Role and responsibilities:** Clearly specify the job title and provide a concise but thorough description of the role. Outline the core responsibilities, highlighting any specific tasks or projects that the successful candidate will undertake.
3. **Qualifications and Skills Required:** List the qualifications, skills, or prior experience necessary for the role. Be transparent about whether these are essential or desirable to ensure candidates understand your requirements.
4. **Location:** Indicate where the role is based, specifying if it is an on-site, remote, or hybrid position. For hybrid roles, clarify expectations around in-office days or flexibility where possible
5. **Remuneration and benefits:** Whenever possible, list the salary or an indicative salary range. While we will accept adverts with a salary listed as "Competitive", providing more specific information will help students make informed decisions about whether to apply which may prove beneficial during your recruitment process. Include information on any additional benefits such as bonus scheme, healthcare or employee assistance programme
6. **Management, mentoring and feedback:** Include information on any mentoring and feedback opportunities, e.g. if a mentor is provided for the new starter or there is a buddy system (placement student mentored by graduate) in place.
7. **Equality, diversity and inclusion:** Include any information on organisational commitment to Equality Diversity and Inclusion (EDI). This could be through accreditation, awards for excellence, or through practices such as being a Disability Confident Committed employer.
8. **Application Process:** Detail how candidates should apply, specifying whether you prefer CV submissions, online applications, or other methods. Include any relevant links or contact details for enquiries.
9. **Closing Date:** Provide a definite application deadline if feasible. If no date is specified, the University typically advertises roles for four weeks.

Types of Opportunities We Can Advertise

University students seek diverse employment experiences, from part-time roles during term time to full-time graduate positions post-graduation. Consider the following employment types:

- Paid part time work – a maximum of 20 hours per week during term time. Please search for “Term Dates” in the relevant [Academic Calendar](#).
- Paid graduate jobs – full-time permanent or fixed-term roles, which may require a degree or equivalent qualification.
- Placements - work experience undertaken as part of the student’s course, for which they receive academic credit.
- Paid work experience including internships - positions that typically occur over holiday periods but can also be offered to graduates.
- Volunteering - unpaid work for a registered charity or statutory body. If you are not a registered charity or a statutory body, such cases will be considered on a case-by-case basis.

What's the difference between internships and work placements?

People often confuse internships and work placements, but the two types of experience are different:

- Placements at Northumbria University have a number of different guises with variations in criteria such as year of study, length, full-time/ part-time, paid/ unpaid, professionally accredited or non-professionally accredited. Placements are defined as a credit bearing element of a student’s programme of study. For many degrees placements are an optional extra, but for some programmes the placement is a compulsory component.
- Internships: Unlike placements, internships do not count towards a student’s degree. Student interns are available throughout the year. During term-time these will be part-time roles, which during holiday periods – especially the summer – can be full or part-time. Paid graduate internships are popular throughout the year for employers.

We are not able to advertise:

1. Commission only opportunities. Exceptions may be made at the discretion of the University where, for example, the opportunity is for campus-based activity (e.g. student brand managers). In such cases anticipated earnings should be above NMW rates and the activity should not exceed 20 hours per week during term time. Please search for “Term Dates” in the relevant [Academic Calendar](#).
2. Roles posted by recruitment agencies which do not declare the third-party organisation either in the advert or when requested:
 - If the vacancy includes the name of a third-party organisation, the employer can choose whether to display it to students or not. While we would ask for disclosure to university staff, it is not mandatory to make it visible to students.
3. Work in the sex industry.
4. Roles which require an unreasonable financial outlay from the student/graduate.
5. Roles which we consider representing an undue health and safety risk.
6. Any vacancy which promotes or endorses illegal activity.
7. Roles which require students to work in door-to-door sales or similar roles.
8. Roles involving students writing or sharing academically related material for use by other students.

9. Courses with commercial training providers. Exception may be given where the opportunity includes paid employment of the participant by the provider or as a volunteer of a registered charity.
10. Roles that are connected with a “pyramid”, “network” or similar scheme.
11. Roles that require the taking of medication or other forms of treatment such as participating in drugs trials.
12. Au pair vacancies.
13. Vacancies that specifically request photographs of applicants for the recruitment process.
14. Opportunities requiring an unpaid period of pre-employment training along with a contractual requirement for the individual to pay back training costs if they leave your employment before a specified period. Unless this clause is open and transparently included in the advertisement.
15. Vacancies where the contact email address does not match the company name. In cases where smaller organisations use non-specific domain email addresses, please get in touch with us at sv.employers@northumbria.ac.uk so we could access the case individually.
16. Any other vacancy, which at the University’s sole discretion, it deems unacceptable.

International Opportunities

If you advertise an opportunity outside of the UK, we will expect that you have checked that it complies with the host country’s relevant National Minimum Wage, any other relevant employment and volunteering legislation. International opportunities will be considered on a case-by-case basis, with The University’s decision being final.

Unpaid Opportunities and Volunteering

The university will advertise unpaid opportunities that qualify as Volunteering as defined by [National Minimum Wage Act](#). These opportunities have to be with registered charities, voluntary organisations, or statutory bodies. Organisations are encouraged to cover travel and subsistence expenses to make these roles accessible to anyone. If the “Volunteer” is under an obligation to work, they are in fact a “[Worker](#)” and entitled to the National Minimum Wage.

If “work experience” is unpaid/on a flat fee basis there must be clear and significant benefits to the student/graduate. Full-time unpaid roles should generally not exceed four weeks based upon a five-day working week of 37.5 hours a week.

Overseas voluntary opportunities are assessed individually, considering factors like the organisation’s charity status and whether programme costs may exclude some students. The University reserves the right not to advertise vacancies or voluntary opportunities which in our sole opinion are not suitable for advertising through our service, or which we feel are not in the best interests of our students and graduates.

If there are any fees or costs associated with the overseas volunteering opportunity you are promoting, please ensure these are clearly stated in the advert.

Recruiting International Students and Graduates

Employers recruiting international students and graduates are responsible for checking and verifying their right-to work.

We will not publish advertisements with blanket bans on non-EEA nationals (unless they are exempt from discrimination provisions under the Equality Act or other legislation relating to employment). All applicants should be treated equally and assessed on merit and UK work eligibility should be verified in final selection stages, rather than at the application stage. For more information, refer to [Equality Act 2010, Employment Statutory Code of Practice](#), 16.67, p. 235

Advice and support on recruiting international students and graduates can also be found in the [AGCAS guide](#).

Northumbria University Graduate Futures draws guidance from the recognised polices and codes of best practice set out by the following professional bodies and organisations of which we are a member:

