

Human Resource Policies and Guidelines

Section:	2	Staffing
Subsection:	2.2.7	MEDIA REQUEST
Type:		Guideline
Effective Date:		September 22, 2009

GUIDELINE STATEMENT

Jobs requiring additional advertisement from the standard practice that will incur a cost are subject to media request guidelines.

INTENT

To provide a common approach to the advertisement of government jobs and ensure that public funds are used in an efficient, responsible and accountable manner.

GUIDELINE APPLICATION

Job advertisements for open and closed positions will appear on the Job Opportunities Website (JOW) and will be distributed through the Civil Service Commission (CSC) distribution list (fax/email).

A single general career ad will be placed on a weekly basis that promotes the Manitoba government as an employer of choice and directs the public to the government website for information on current employment opportunities. The general career ad will appear in the Winnipeg Free Press, Brandon Sun and La Liberté.

Jobs for which additional advertisement is being requested from the standard practice must be reviewed and approved (where appropriate) by the CSC through the submission of a [Media Request Form](#). The CSC then forwards requests to Communication Services Manitoba (CSM) for processing. Additional advertisement includes all mediums, such as websites and print publications.

The CSC will make the final decision on any exceptions to career advertising procedures. Clear guidelines and approval processes will be required for:

- establishing which positions qualify for single display ads (including how [difficult to recruit](#) positions are defined and determined);
- placing single display ads in specialty/trade publications, out-of-province newspapers, small print publications and websites where there is an associated cost.

Single Display Ads

Only positions identified as [difficult to recruit](#) will qualify for a single display ad in major publications (e.g. Winnipeg Free Press, National Post, Globe and Mail).

Human Resources Policies & Guidelines

Single display ads for non-major publications/mediums require review by the CSC and CSM. In order to manage costs for print advertising, the following standards apply for single display ads:

- 150 word maximum to describe position, duties and qualifications (where a competition is recruiting more than one position, the maximum is flexible); and
- Text written in narrative instead of point form.

Single display ads will direct the reader to the government website where more detailed information will be available.

Bilingual Display Ads

Ads for designated bilingual positions will be posted on the government website with a French ad that exactly mirrors the English copy. Positions that qualify for a single display ad will be posted in La Liberté (French only) and in the Winnipeg Free Press (English only).

If posting in English speaking community papers, it must also be advertised in other French language newspapers serving the same area if at all possible.

PRACTICES

1. Requests for additional advertising will follow the following process:
 - A [Media Request Form](#) is completed. If the request is for a single display ad for a difficult to recruit position, the applicable section is completed on the form.
 - The Media Request Form is submitted electronically to the CSC along with an attachment of the [Job Advertisement for Publication](#) and organizational logo if appropriate (e.x. Office of the Children's Advocate, Office of the Auditor General).
2. The CSC reviews all requests for additional advertising and forwards documentation to CSM. CSC only approves requests for single display ads in major publications. Approved requests are then forwarded to CSM for placement.

ROLES AND RESPONSIBILITIES

Subsections:

Civil Service Commission

Ensures requests follow media request and difficult to recruit guidelines where required.

Human Resources Policies & Guidelines

Human Resource Practitioners

Submit requests and provide associated documentation according to applicable guidelines.

RELATED POLICIES (or GUIDELINES)

[Difficult to Recruit Guideline](#)

OTHER RESOURCES

[Advertising Job Opportunities Guide](#)

[Job Opportunities Website Administrative Guide](#)

[Media Request Form](#)

[Job Advertisement for Publication Template](#)

AUTHORITY

Civil Service Commission Minute - 10-09/10-10

Owner:	Civil Service Commission
Additional information:	Civil Service Commission Phone: 204-945-2332 Email: csc@gov.mb.ca
