

# External Advertisement Placement Process

# External Ad Placement Process

---

- On February 15, 2024, EVP & CAO Kim Lewis authorized departments to place external advertisements on behalf of their hiring unit.
- Why? To give departments autonomy to directly advertise their vacant positions and eliminate wait times to post jobs by the Talent Acquisition team. It also allows departments to take advantage of professional site memberships that provide discounted advertising rates.
- Procurement's approval is no longer required for external ads as the Talent Acquisition team in HRM is now charged to review and approval all external ads as well as all external advertising sites.
- For instances where a supplier uses a pre-printed advertisement agreement that requires signature, the Department is required to route the agreement to Procurement to review, edit and signature prior to placement of the advertisement.



# External Advertising Workday Process

---

Step 1: HR Analyst creates a new position or edits an existing position. At this step, they will upload 2 documents:

- the job description template
- the copy of the external ad that has been approved by the hiring manager

Note: For Evergreen requisitions, these documents will be uploaded under the *Attachments* field as these requisitions have positions linked to them once recruitment has concluded.

Step 2: Next, Workday will prompt the *job requisition questionnaire*. The HR Analyst will list all requested external advertising sites on the job requisition questionnaire. The position then routes to Talent Acquisition to review.

Step 3: TA will review the requested external advertising sites listed on the *job requisition questionnaire* to ensure the requested sites are valid and reputable. TA will also review/approve the attached external ad copy.

TA will contact the respective HR Analyst if there are any concerns or discrepancies with the external job advertisement draft or requested sites before the position is posted to the LSU Careers site.

Step 4: If there are no concerns/discrepancies, then TA will create the *job requisition* and post the job requisition to the LSU Careers site. Finally, TA will email the respective HR Analyst notifying them they are approved to post the external ad to the requested external ad sites. TA will attach the *job requisition questionnaire* and *external ad copy* to the approval email. The HR Analyst will attach the email approval along with a copy of the external advertisement and itemized receipt to the expense report when time to reconcile the ad charge.

# External Advertising Process (Continued)

---

- LaCarte card must be used when purchasing external ads.
- The following documentation is required to be uploaded to the expense report when reconciling the ad charge:
  - Email approval sent by the Talent Acquisition Specialist (HRM approval)
  - A copy of the external job advertisement
  - Itemized cost documentation (itemized receipt)
- Expense reports missing the required supporting documentation may be delayed and/or the expense report may be returned to the department for correction.

# HRM Website Announcement

New HRM Website will launch on March 25

