



<b>Number:</b>	tbc	<b>Version</b>	1.0
<b>Category:</b>	Policy	<b>Subject:</b>	Communication
<b>Authorised by:</b>	CEO	<b>Approval Date</b>	17 July 2017
<b>Distribution</b>	External	<b>Issue Date</b>	17 July 2017
<b>Related Documents:</b>	none		

### Purpose and Scope

USANZ is frequently contacted by members and external parties to advertise employment vacancies to members. This policy outlines the fees charged, the service USANZ will provide and the requirements which must be met by advertisers.

This policy applies to USANZ Members as well as external recruiters. It applies to paid positions, fellowships and Area of Need (AON) positions.

### Policy

#### 1. Submitting a request to advertise

A request to advertise a position can be lodged via the USANZ website at [usanz.org.au/shop/post-a-job/post-a-job/](http://usanz.org.au/shop/post-a-job/post-a-job/) or by sending an email to [communication@usanz.org.au](mailto:communication@usanz.org.au).

The request should be accompanied by the details set out in section 3 below.

#### 2. Advertising fee

##### 2.1 Commercial Advertisers

The rate for commercial advertisers is \$550.00 (including GST) per month.

Advertisers can pay this fee when submitting their request to advertise through the website at the link above. Commercial advertisers who submit a request to advertise by email, will be issued with an invoice by USANZ within 3 business days. The invoice must be paid before the position will be posted to members.

The # months the advertisement is to run should be entered in the "units" box to calculate the correct fee.

##### 2.2 USANZ Members

USANZ members may advertise positions free of charge. To qualify for this benefit, members must:

- be financial (ie have paid their annual subscription fee for the current year);
- the job must be within their practice; and
- submit the request to USANZ themselves or be listed as a contact person in the advertisement.

If these conditions are not met, the commercial rate will apply. The commercial rate will also apply if a member wishes to advertise a position within their hospital unit.

### **3. Content requirements**

- 3.1 The length of the advertisement should generally not exceed 300 words.
- 3.2 USANZ will run up to one accompanying graphic. The graphic must be less than 200 kb size and supplied in a JPEG or PNG format.
- 3.3 A closing date should be included.  
If the advertisement is related to an Area of Need position, USANZ must be advised of this before the ad is posted (refer point 5. Duration of advertising).
- 3.4 USANZ will include a reference at the bottom of the ad to trigger its removal. The reference will be in the format "USANZ Ref: ddmmyy" or "USANZ Ref: AON ddmmyy" and include the date of removal.

### **4. Methods of advertising**

- 4.1 The primary vehicle USANZ uses to advertise positions is via a publicly accessible area of its website at [usanz.org.au/positions-vacant/](http://usanz.org.au/positions-vacant/). Fellowships are advertised at [usanz.org.au/fellowship-positions/](http://usanz.org.au/fellowship-positions/)
- 4.2 USANZ will also advertise positions via eNews, the newsletter distributed to all members by email. eNews is generally published on a weekly basis, however it may be held over if there are no new items to report. eNews will not be published if the only change from a previous issue relates to positions vacant advertisements.

### **5. Duration of advertising**

Positions will be advertised until the closing date, or for 1 month, and then they will be automatically removed from the website and from eNews.

Advertisements for Fellowships or positions that have been designated Area of Need, will be advertised in eNews for 1 month, but may remain on the website for up to 12 months.

The member or external party who requests the advertisement is responsible for their own documentation to demonstrate the Labour Market Testing and Evidence of Need requirements under the relevant Area Health Policy for Area of Need.

## **Roles and responsibilities**

- **Events & Communications Manager**: has primary responsibility for implementing the policy and will notify the Governance & Secretariat Coordinator of any jobs that require posting, and the accounts department of any invoices that need to be issued.
- **Education & Training Manager**: has primary responsibility for implementing the policy with respect to Fellowships and will notify the Governance & Secretariat Coordinator of any jobs that require posting or removal.

## **Related policies, documents and legislation**

- Procedure: eNews production & distribution (to be drafted)
- NSW Area of Health Policy PD2013\_003 0 Area of Need Program.  
[http://www1.health.nsw.gov.au/pds/ActivePDSDocuments/PD2013\\_003.pdf](http://www1.health.nsw.gov.au/pds/ActivePDSDocuments/PD2013_003.pdf)

## **Definitions**

- None

## Superseded documents

- None

## Revision history

Version	Date issued	Notes	By
1.0	June 2017	Drafted to reflect current practice and increased fee.	Governance & Secretariat Coordinator

## Review date

This policy will be reviewed every 3 years. Amendments to the fee may occur outside this review cycle. The next review date is 17 July 2020.

## Contact

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