



# **Advertising Guidelines 2024**

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**Please be sure to give your attention to the ‘Important Message’ areas within this guide. These areas highlight the most common mistakes within advertising.**

## 1. Downloading & Locating the Correct Advert Template

Users must ensure they have downloaded the correct Version of the advert template i.e. Version 8.6a.

You can locate the advert template

- (i) On the following link <https://www.hse.ie/eng/staff/resources/recruitment-standards/advertising-and-attracting-candidates/>
- (ii) By searching on the HSE website under Staff Resources> Recruitment Standards> Advertising and attracting candidates> Prepare to advertise on the HSE website
- (iii) Upon request by emailing us at [hse.advertising@hse.ie](mailto:hse.advertising@hse.ie)

Users must ensure they have downloaded the correct Version of the advert template i.e. Version 8.6a. Users will know they have downloaded the correct form as guidelines appear when they select a field as shown below.

### HSE Job Advert Template (Version 8.6a)

Go Live Date*	
Important Information	The content of this field will auto-populate when an 'Advertisement Source' is selected.
Campaign Reference Number*	ADVERT1234
Job Title *	
Staff Category*	
Medical & Dental Sub Category*	
Please Insert Grade Code*	
Advertisement Source*	

No Special Characters  
Only alphanumeric characters.  
The following character are not accepted in this field:  
- / \* ! + = \_ # \* < > ~ @ \ \ - |

Figure 1

If any of the fields are completed in the incorrect format, the template cannot be saved. This gives the user an opportunity to review the template and correct any errors before submitting.

## 2. Completing the Advert Template

Version 8.6a has 19 Fields to complete; the sections with a star symbol (\*) are mandatory fields (your advert will not be accepted until they are complete) and the remaining sections are free text.

Please be mindful of the following when completing your advert

- (i) Your Campaign Reference Number cannot be over 10 characters, cannot contain any special characters or spaces and must be all caps.
- (ii) Your Job Title must be a mixture of uppercase and lowercase or other capitalisations. For example, use HR Manager and **not** HR MANAGER or hr manager
- (iii) If a medical/dental subcategory does not apply to your advert, please select 'Not Applicable' as this is still a mandatory field.
- (iv) Your closing date must be in the following format HH:MM DD/MM/YYYY
- (v) You cannot put a hyperlink in any field except section 19 i.e. the web link section.
- (vi) Ensure email addresses in informal enquiries and/or application details have not been picked up as a hyperlink or your advert will be returned.



**IMPORTANT: Your advert information should mirror the below example, Figure 2**

<b>HSE Job Advert Template (Version 8.6a)</b>	
1	
2	Go Live Date* 25/11/2024
3	Important Information This job is in the HSE
4	Campaign Reference Number* ADVERT1234
5	Job Title * HR Manager, Grade VII
6	Staff Category* Management & Administrative
7	Medical & Dental Sub Category* Not Applicable
8	Please Insert Grade Code* 0582 Grade VII
9	Advertisement Source* HSE
10	Recruitment Organisations* National
11	County* Dublin
12	Location* HR Shared Services
13	Closing date and time of Campaign* 12:00 15/12/2024
14	Contract Type* Permanent Wholetime
15	Internal or External?* External
16	Proposed Interview Date TBC
17	Please enter post specific information here. Applicants must have sufficient experience in using SAP HR
18	Please enter contact details for informal enquiries here. This should include Name, Email address, Job Title and Contact Phone Number joe.bloggs General Manager joe.bloggs1@hse.ie
19	Please enter the web link to the application here (if Applicable): www.rezoomo.com
20	Application Details (if Applicable): Please include Named Person, Department Name, E-mail Address and Telephone Number Please submit your application via the rezoomo link
21	
22	Free format text. Do not use hyperlink

Figure 2

### 3. Saving your Documents (Advert Template, Job Specification, Application Form, Additional Campaign Information)

When saving your documents you must save them in the correct format. Failure to do so will result in your advert being returned.

Your Advert Template must be saved as an excel spreadsheet and your Job Specification, Application Forms and Additional Campaign Information must be saved as word document (pdfs will not be accepted)



Your documents must be named correctly with the reference number followed by the type of document. Please see example below in Figure 3.





-  ADVERT1234 Additional Campaign Information
-  ADVERT1234 Advert Template
-  ADVERT1234 Application Form
-  ADVERT1234 Job Specification

Figure 3

#### 4. Submitting your Advert Correctly (Subject Bar, Attachments, Receipt of Publishing)

When submitting your advert to [hse.advertising@hse.ie](mailto:hse.advertising@hse.ie) your subject bar must follow a specific format. **This is the most common mistake made by users which delays the process as our Bot will not pick up your advert from our mailbox.**



**Your subject bar must read:**

**Advert Request Reference Number Job Title go live Date**

**(PLEASE DO NOT INCLUDE ANY SPECIAL CHARACTERS i.e. ! @ # \$ % ^ & \* ( ) - \_ = + \ | [ ] { } ; : ? . >**

You can then attach your named documents to the email and confirm in the body of the email that you have approval to proceed with advertising (if required). If you are sending in your approval as an attachment please submit this in a separate email.

**IMPORTANT: Your email should mirror the below example, Figure 4**

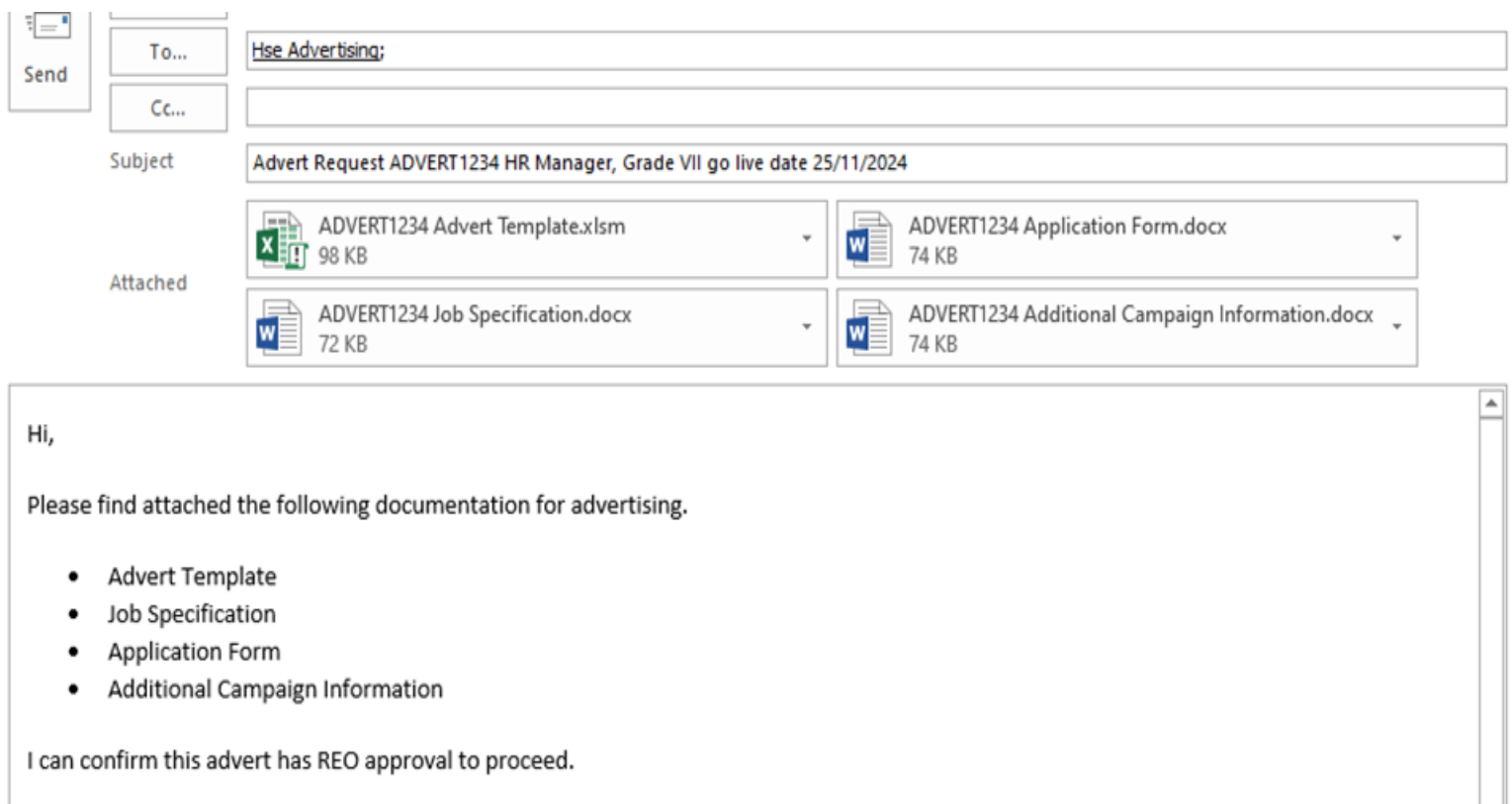


Figure 4

If you are submitting an Amendment, Extension, Repost, Cancellation, your advert format will follow a similar format but you must swap out 'Advert Request' with your preferred request as shown in the below examples.

Subject	Advert Repost ADVERT1234 HR Manager, Grade VII
Subject	Advert Extension ADVERT1234 HR Manager, Grade VII
Subject	Advert Cancellation ADVERT1234 HR Manager, Grade VII
Subject	Advert Amendment ADVERT1234 HR Manager, Grade VII

Figure 5

If you are submitting an Advert Amendment, please state in the body of the email which section or document you are amending within the advert.

When your advert has been submitted please ensure you have received an email confirming receipt that the advertising team has processed your request. **Additionally**, on day of launch, please ensure the advert is live and correct.