Advertisement Guide for Faculty Positions at Boston University

This guide was developed to assist you with constructing complete, accurate faculty advertisements that comply with University policies.

A job advertisement is the first communication that the eventual hire has with the University. It is important to provide both scope and detail in the advertising text, so that candidates understand the position and can then target their applications appropriately. An accurate, descriptive advertisement that is widely disseminated is vital to developing a competitive applicant pool. If an advertisement is too vague, it wastes both the applicant’s and the search committee’s time, and it may result in a pool of unqualified applicants that gives a false sense of the true pool for each position you wish to fill.

Advertising text is part of a complete Faculty Search Proposal. A good advertisement does not need to be long, but it must include the following items in order to be complete.

Required Elements for all Faculty Advertisements:

1. Proposed rank and tenure status. Proposed position start date/semester.
2. The specific discipline(s) for which the unit is searching.
3. Minimum and preferred experience and education.
4. Teaching requirements – you only need to indicate the level (e.g. “undergraduate” or “graduate”); if you have highly specific or preferred teaching requirements, please include this information so you get applications from people with the necessary skills.
5. Complete application instructions and contact information, including an application deadline or indication of a rolling deadline.
6. You must include the following tagline:

   We are an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. We are a VEVRAA Federal Contractor.

Advertisements will not be considered complete without this information. Missing elements will delay Provost approval of the search and placement of the advertisement in the online venues with which we have accounts, including Inside Higher Ed, Higher Ed Jobs, HERC, BU Human Resources, and Monster.com. The Provost’s Office automatically posts all approved positions to these websites. The advertisement should also be placed in the most effective search venues within your discipline, whether in print or online. Please retain copies of all advertisements you place, since this is essential to certifying that our affirmative action/equal employment opportunity efforts have been in good faith.

Single Advertisement for Multiple Positions: While it is preferable to have a separate advertisement for each position, units may also use a single advertisement that lists multiple positions. However, each position in such an ad must be specified by both discipline and rank. Your search approvals are specific for discipline and rank and are tied to identified faculty slots. We must ensure that the applicants are directed to apply for the positions for which they are qualified, and are considered for those positions in the search process. Advertisements that are too general across ranks and disciplines will not be approved, and using them may jeopardize your recruitment process.

Administrative Appointments: Often, a unit requests a search to fill a faculty position that includes an administrative appointment (e.g. department chair or director). Advertisements for these positions should provide sufficient detail about the requirements for both the faculty appointment and the administrative appointment. The administrative appointment cannot be made unless the faculty appointment passes review at all levels, so even if you anticipate hiring someone to serve in a primarily administrative position, it is important to target applicants with the appropriate scholarly or professional credentials for the specified faculty rank.

If you have any further questions about the faculty advertisement process, please contact Steve Marois at smarois@bu.edu or x8-4843.