



# A Guide to External Advertising

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## Introduction

This guidance document has been written to support recruiters who want to advertise their roles through our external advertising agency. Penna are the agency used for advertising roles at the University of Edinburgh.

The guidance sets out all steps in the process with the key roles involved in the process in mind. The responsibilities of a Line Manager, Hiring Manager, School or Department Administrator and the School or Department Business Support/ Finance teams responsible for raising a requisition and good receipting the invoice for services against the purchase may vary in this process between Colleges, Schools and Professional Service Group Departments. Line Managers should contact their local support team to understand the process and responsibilities within their own area.

For example, a School or Department Administrator could be performing tasks in the process of a Line Manager or Hiring Manager and where there is overlap, this is shown.

## Glossary

<b>Advertised Post</b>	It is University's general policy to advertise all positions on the University's Website to leverage the University's brand as employer of choice and support Equality, Diversity and Inclusion. In all instances, Recruiters should also refer to the Redeployment Register before advertising. Advertising of a specific position in the organisation structure is managed using the Hiring app in People and Money. There are a number of exceptions (see non-advertised assignment below). Further information is available on the <a href="#">Advertising Guidelines page</a> .
<b>Delegated Authority Schedule (DAS)</b>	Approval limits within People and Money. Further information is available on the <a href="#">financial regulations</a> webpages
<b>Job Requisition</b>	Adding the requirements of a job to People and Money to initiate the process of sourcing, selecting and hiring a candidate.
<b>Job Requisition Business Case form</b>	The form that must be completed as part of the request for approval to recruit. The form contains the business justification for the role and supplements the information contained on the Create Job Requisition screen. It must be attached in Section 9 of the Create Job Requisition screen.

<b>NERARS Framework</b>	The (National) Education Recruitment Advertising and Resourcing Services (NERARS) Framework is led by the Southern Universities Purchasing Consortium (SUPC) and tendered in conjunction with the Universities Advertising Group (UAG). The agreement provides a compliant and responsible route for universities to procure recruitment advertising and student marketing services. The re-tendered agreement runs until 7 March 2027. Penna has been the University's appointed advertising consultancy through this framework for Lot 1 (Education Recruitment Advertising and Resourcing).
<b>Non-advertised Post</b>	There are certain circumstances when advertising to a specific position in the organisation structure may not be required, namely: <ul style="list-style-type: none"> <li>• Where a Research Grant specifically names the researcher who is to be involved</li> <li>• Where there has been a recent external advertisement (within the last 6 months) for a similar position</li> <li>• Hiring someone for less than 6 months</li> <li>• Posts being filled by NHS staff after recruitment</li> <li>• Someone from the Redeployment Register is being appointed</li> </ul> in which case a shortened recruitment process applies.
<b>People &amp; Money</b>	The University's HR and Finance services online system.
<b>Purchase Order (PO)</b>	It is used to control the purchasing of goods and services from external suppliers. <b>The University operates a 'No Purchase Order No Pay' policy.</b> PO numbers are in the following format UOExxxxxxx (7 digits).
<b>Recruitment</b>	All recruiting activities related to Permanent and Fixed Term Contracts, Guaranteed Hours and Apprenticeships.
<b>Requisition (Procurement)</b>	Process within People and Money where a Requestor can raise a requisition for goods and services with an approved supplier.

## End to End Process Map

Please see this link for the [End to End Process Map](#).

## Key Roles

<b>Role</b>	<b>Description</b>
<b>Finance Ops/Accounts Payable Team</b>	Accounts Payable are responsible for ensuring the correct and timely payment of all University of Edinburgh invoices and expenses.
<b>Hiring Manager</b>	Hiring Managers will have overall accountability for a set of job requisition actions and the associated job applications. The Hiring Manager is often the Line Manager but does not have to be.
<b>HR Partner</b>	A member of the HR Partnering team who can provide advice and guidance throughout the recruitment process.
<b>HR Services Team</b>	Members of the central HR team that own key transactional elements of the recruitment cycle, e.g. approving/rejecting job requisitions and job offers. Has visibility of job requisitions without being a member of the hiring team.
<b>Line Manager</b>	All members of staff that have or will have direct or matrix style management responsibilities for the role being recruited. Line Managers may also be Hiring Managers. Line managers would be expected to review and approve the requisition as appropriate.
<b>Penna Consulting</b>	The University's appointed advertising consultancy.
<b>Procurement Ops Team</b>	The Operational Procurement team is responsible for raising all purchase orders on People and Money, supporting all non-regulated sourcing and leading the activity to resolve supplier invoice queries.
<b>Requestor</b>	Staff within Schools / Departments with People and Money Procurement access which enables them to raise a Requisition for themselves or someone else. The requestor will need to goods receipt for the hours worked throughout the duration of the contract.
<b>School/Department Administrator (SDA)</b>	Staff that provide local administrative/operational support for the end-end recruitment process, including offline activity and practical arrangements.
<b>School/ Department Business Support team/ Finance Team</b>	Staff that provide local administrative/operational support for the end-end finance and procurement processes, including raising requisitions and receipting goods and services against purchase orders.

## Before you start

Familiarise yourself with the [Recruitment Guidance Webpages](#) and specifically the section on [Where to advertise](#). For information on the end-to-end recruitment process through People and Money read the [Guide to Recruitment and Onboarding](#). Please also refer to the [‘How to Buy’](#) ordering and payment process on the Procurement Hub SharePoint.

This guidance supplements Step 4 - Preparing to Advertise within the Guide to Recruitment and Onboarding.

Penna Consulting is the University’s appointed advertising consultancy through the NERARS framework for Education Recruitment Advertising and Resourcing. They can offer guidance and information on target audiences/labour pools and provide costings for a range of advertising platforms, including other recruitment job boards [e.g., s1 Jobs], printed media and social networking sites. In addition, it can also provide expertise in copywriting content. Where relevant, Penna can be consulted to determine appropriate routes to market prior to raising a Job Requisition in People and Money system. Please note that Penna is not contracted with the University to advertise for Student Recruitment Marketing. This type of recruitment should be a direct process (both from an order and payment point of view) between the School/Department and the preferred media platform rather than via Penna and the HR Ops Advertising team.

## Step 1 – Need for Advertising Identified

When looking to fill a vacancy, firstly check the redeployment register for suitable internal candidates and then consider whether one of the circumstances below apply, in which case advertising may not be required (non-advertised post), namely:

- Where a Research Grant specifically names the researcher who is to be involved
- Where there has been a recent external advertisement (within the last 6 months) for a similar position
- Hiring someone for less than 6 months
- Posts being filled by NHS staff after recruitment
- Someone from the Redeployment Register is being appointed

Once the need for advertising has been identified, the hiring team should consider where to advertise. All jobs that are advertised externally on the University Careers page may also be posted on **LinkedIn** and **Indeed** jobs boards. These job boards are limited in the number of jobs that appear on their websites.

The University has a contract with LinkedIn to post up to 100 job boards per month. LinkedIn will automatically scrape advertised jobs from our website and advertise on LinkedIn. Once a job is added, it will move down the available slots and once it passes the 100th slot it will be removed and as a result some roles appear in the sponsored section for a long/short period or in some cases not at all. However, as we pay for these slots, the Talent & Development team in HR have the ability to override this and prioritise a certain advert so that it appears in the LinkedIn sponsored section. Job adverts that are not in this section will still be visible on the University's LinkedIn page.

The University does not have a specific contract with Indeed, but some job adverts are automatically scraped from the UoE website, which can explain why a job may not appear on the Indeed site.

Adverts are also manually placed by HR Operations on the Find a Job and Jobs.ac.uk as follows:

- For grades 1 to 5 - posted on Find a Job (previously Job Centre).
- For grades 6 and above - posted on Find a Job and jobs.ac.uk (Warwick Web).

Role	Hiring Manager/Line Manager/SDA	Penna Consulting
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• Discusses resourcing options with their local staff team / HR partner or Penna before proceeding</li> <li>• Considers advertising costs</li> <li>• Identifies the appropriate publication to be used by reviewing by utilising the FREE consultancy service offered by Penna if needed.</li> <li>• Refer to the University of Edinburgh Media Guide (External Job Advert Costs) spreadsheet available on the <a href="#">Where to Advertise</a> webpage</li> <li>• If the media you wish to advertise through is not listed then you should contact Penna <a href="mailto:Pheobe.Webster@penna.com">Pheobe.Webster@penna.com</a> to request a quote.</li> </ul>	<ul style="list-style-type: none"> <li>• Where relevant, Penna can be consulted to determine appropriate routes to market prior to raising a Requisition in People and Money system.</li> <li>• See 'Where to advertise' webpage for Penna contact details</li> </ul>

<b>Supporting Information</b>	University of Edinburgh Media Guide (External Job Advert Costs Spreadsheet) -This is held on the following webpage (Step 5 Where to Advertise) <a href="#">Defining and advertising the role   The University of Edinburgh</a>
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## Step 2 - Raise Procurement Requisition

**If an external advert is required a People and Money Purchase Order number must be entered at the point of the Job Requisition being raised.**

Procurement Operations will aim to process requests for POs twice weekly.

If an external advert is not required, you can move onto Step 3 Job Requisition.

The Hiring Manager/SDA should seek support from their local Business Support/ Finance Team to create the procurement requisition on People and Money. The Requestor (Procurement) role access can be requested by completing the [People and Money Access Form](#).

The Hiring Manager/SDA should supply the Requestor with necessary information where an external advert is required:

- The media to be used
- The package
- Cost
- Cost including £20.00 posting fee
- Correct budget coding for the appropriate budget
- If applicable a quote from Penna

### **For one off adverts or irregular activity**

If the PO is for a budget code or user who is requesting a one-off advert (or advertises externally infrequently), you can use University of Edinburgh Media Guide (job advert costs spreadsheet) available on the [Where to Advertise](#) webpage to generate an estimated cost for the advert. Based on this, a requisition should be raised via People and Money for that estimated value and Purchase Order number generated by the Procurement Operations Team. This can then be added into the Job Requisition.

### For regular activity under a known budget

If your School/ Department regularly advertise externally, you can request a 'blanket' Purchase Order number against that budget code through a People and Money requisition. These should not cross over financial years. This will generate a Purchase Order number than can be used across multiple adverts and the cost will be drawn down against the total value of the Purchase Order. You can raise a requisition for a PO against each budget or project you will be booking external adverts for and use each accordingly to ensure external adverts are charged to the appropriate budget. The outstanding balance on the PO can be viewed and managed through People & Money and a new one requested, if necessary. This can be based on the estimated budget for the period based on the expected number of adverts for a period. In the additional information for your buyer, please say "Please note this is a blanket PO." The Buyer may follow up with you to ensure you understand the requirements for receipting.

### Approval

The requisition is subject to approval usually via your line manager and their reporting hierarchy as per the Delegated Authority Schedule (DAS).

### Receipting

As with all transactions on People & Money a goods receipt is required to ensure release of payment. For one off advert receipting can be done by the requester once the advert is published. For 'blanket' POs receipting can be done by the account holder who is managing the PO by partially receipting against the value of that individual advert until the total value of the 'blanket' PO is receipted.

Role	Hiring Manager/Line Manager/SDA	Requestor	Approver	Procurement
<b>Tasks</b>	<ul style="list-style-type: none"> <li>Speaks to/emails Requestor in their area to raise requisition, providing the following information:                             <ul style="list-style-type: none"> <li>-The media to be used</li> <li>-The package</li> <li>-Cost</li> <li>-Cost including £20.00 posting fee</li> <li>-Correct budget coding for the appropriate budget</li> <li>-If applicable a quote from Penna</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Raises requisition on People and Money, selecting webpage</li> <li>Provides the Hiring team with the PO number, for inclusion on Job Requisition. Care must be taken to ensure accuracy and the PO number provided is in the following format UOExxxxxxx (7digits)</li> </ul>	<ul style="list-style-type: none"> <li>Approves requisition as normal via DAS.</li> </ul>	<ul style="list-style-type: none"> <li>Raises Purchase Order (PO) number</li> <li>Communicates PO number to Requestor who informs (Hiring Mgr/SDA). PO confirmation email will be sent to HR Ops for information (rather than being sent to the supplier).</li> </ul>

<b>Supporting Information</b>	People and Money User Guides <a href="#">Creating a Requisition</a> <a href="#">Approving Requisitions</a> <a href="#">Receiving Goods or Services using Goods Receipt Notice (GRN)</a>
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### Step 3 - Job Requisition

Follow the process for raising a Job requisition in People and Money which is included in section 4c of the [Guide to Recruitment and Onboarding](#)

Role	Hiring Manager/Line Manager/SDA	Approver
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• Creates and completes <a href="#">Job Requisition Business Case</a> (JRBC) offline</li> <li>• Submits JRBC for offline approval (as per local process)</li> <li>• Create and Submits Job Requisition in People and Money via normal route for approval.</li> <li>• The Job Requisition must include the following information within the Job Posting Comments field on the Job requisition.               <ul style="list-style-type: none"> <li>○ Where the advert will be placed (media type)</li> <li>○ Job advert content (include how long you want it advertised for, rather than specific dates for advert, taking into account the time required for Penna to publish the advert)</li> <li>○ PO number where the external advertising is required (NB: <b>Do not</b> submit Job Requisition until you have the PO if external advertising is required.) The PO number must be in the following format UOExxxxxxx (7 digits).</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Approves Job Requisition Business Case (JRBC)</li> </ul>

	<ul style="list-style-type: none"> <li>○ If placing an advert on S1 Jobs via penna please provide the Core Skill (Job Category). There is a list that you can refer to available on the <a href="#">Where to Advertise</a> webpage.</li> </ul>	
<b>Supporting Information</b>	People and Money user guide - <a href="#">How to Create and Maintain a Job requisition</a>	

## Step 4 – Posting of Advert

**Remember you only need a PO if the advert is to be placed externally with Penna.**

Role	HR Operations	Penna
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• Receives approved job requisition via People and Money notification bell</li> <li>• Submits request to place an advert via 'Penna Addline' system, if external advertising is required <ul style="list-style-type: none"> <li>○ quoting the Job requisition number and PO number (which will be within the job positing comments on the Job Requisition, media title (e.g. The Guardian), insertion date (which is the date the vacancy should be advertised from) and any special instructions. NB the PO</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Sends email confirming they have received the request and confirmed the booking. NB: Once Penna receives the request from HR Ops to advertise, the advert should appear within 48 hours.</li> <li>• Sends email with link that takes HR Operations to Penna website to view proofs and confirms costs. (Only for media types not listed on the Job Advert Costs spreadsheet)</li> <li>• Publishes and posts the job advert and sends email to HR Operations when advert is live.</li> </ul>

	<p>number should be provided in the following format UOExxxxxxx (7 digits).</p> <ul style="list-style-type: none"> <li>• Checks proof is as expected and clicks approve (only for media types not listed on the Job Advert Costs spreadsheet)</li> <li>• Confirms to School/ Dept/ hiring team that advert is live</li> </ul>	
<b>Supporting Information</b>	University of Edinburgh Media Guide (External Job Advert Costs Spreadsheet) - This is held on the following webpage (Step 5 Where to Advertise) <a href="#">Defining and advertising the role   The University of Edinburgh</a>	

## Step 5 – Payment

The process to arrange payment for published advert.

Penna must not supply goods or services to the University of Edinburgh (UOE) without a valid purchase order number being provided in advance. Please note we operate a ‘No PO, No Pay’ policy. Please see the [How to Buy](#) procurement hub for further information.

Any invoices which do not quote the correct UOE Purchase Order number will be returned to Penna, who must contact HR Operations to obtain a correct UOE PO number before resubmitting the invoice.

All University of Edinburgh purchase orders are issued by the Procurement Department and will be sent electronically to suppliers (by email or cxml method). No purchase orders are sent by post to suppliers. The University of Edinburgh only accepts electronic invoices. Requestors should not ask suppliers to send invoices direct to themselves.

<b>Role</b>	<b>Hiring Manager/Line Manager/SDA</b>	<b>Penna</b>	<b>Requestor (School Finance team)</b>	<b>Finance Ops/AP Team</b>
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• Upon receipt of confirmation advert</li> </ul>	<ul style="list-style-type: none"> <li>• Sends Invoice for work completed. Invoices should</li> </ul>	<ul style="list-style-type: none"> <li>• The Requestor (School/ Department Business Support</li> </ul>	<ul style="list-style-type: none"> <li>• Pays supplier</li> </ul>

	is live confirm to the Requestor that the advert has been published as expected.	be submitted via either the online invoicing portal or email to Accounts Payable <a href="mailto:apinvoices@ed.ac.uk">apinvoices@ed.ac.uk</a> and include the PO number and Job requisition number	team/ Finance Team) must goods receipt the invoice for the published advert.	
<b>Supporting Information</b>	People and Money User Guide - <a href="#">Receiving Goods or Services using Goods Receipt Notice (GRN)</a>			

## Step 6 – Purchase Order Review / Change

The process to change any aspect of the PO including the “blanket purchase order” including price changes.

Role	Hiring Manager/Line Manager/SDA	Requestor	Procurement
<b>Tasks</b>	<ul style="list-style-type: none"> <li>Contacts requestor to discuss the remaining balance</li> <li>Considers review/change before the PO is fully used to ensure no requirement to set up a new requisition.</li> </ul>	<ul style="list-style-type: none"> <li>Initiates a Purchase Order change through People and Money to update the existing PO (this is then approved as per the Delegated Authority Schedule (DAS) and the Buyer). NB: do not raise a new PO as the agency should continue to bill against the original PO number</li> <li>Alternatively, if unable to raise the change to PO via People and Money, raises a Unidesk ticket to contact the Buyer in Procurement. NB: Any increase</li> </ul>	<ul style="list-style-type: none"> <li>Approves extension/change</li> <li>Amends PO, if extension is required.</li> </ul>

		<p>in value may require an additional quote and further approval.</p> <ul style="list-style-type: none"> <li>• Continues to Goods Receipt all adverts raised.</li> </ul>	
<b>Supporting Information</b>	People and Money user guide – <a href="#">Amend PO</a>		