

JULY  
2022



**Guidelines:  
External Adverts**  
[www.publicjobs.ie](http://www.publicjobs.ie)



**An tSeirbhís um Cheapacháin Phoiblí**  
**Public Appointments Service**



## External Advert Guidelines

This guidance document sets out the requirements for organisations who are submitting a job vacancy for advertising on the [Public Appointments Service \(PAS\)](http://www.publicjobs.ie) website [www.publicjobs.ie](http://www.publicjobs.ie). The document includes details on eligibility, how to submit a request, and the corresponding timeframes (see steps 1 to 4).

Due to the volume of demand, it is important to ensure that you provide the required lead in time to advertise your vacancy (**5 working days**), as we are **unable to facilitate same/next day publishing**. With regard to our social media channels, we only promote those recruitment competitions that are directly managed by the Public Appointments Service.

1

### Eligibility to advertise on [www.publicjobs.ie](http://www.publicjobs.ie)

- We offer an advertising service to **Public Sector** and **Non-Profit Organisations** for the posting of a job vacancy on [www.publicjobs.ie](http://www.publicjobs.ie) (this service is free of charge).
- The vacancy must be based in the Republic of Ireland, Northern Ireland, or in one of the EU Institutions e.g., European Commission, European Parliament.
- The job vacancy must relate to an 'open' recruitment competition – we are unable to publish any confined competitions, whereby a vacancy is only open to a confined applicant pool who work in a specific organisation.

2

### Completing the External Adverts Request Form

- To request a vacancy to be advertised on [www.publicjobs.ie](http://www.publicjobs.ie), please complete the '**External Adverts Request Form**'. Please ensure that the form is submitted in the format of a Word document – do not send a PDF.
- Do not include any additional attachments with your form, as supporting documentation will not be uploaded to our website.



- Under the Official Language Act 2003, we have an obligation to ensure that adverts are provided in the Irish language. For jobs that are based in the Republic of Ireland, the 'External Advert Request Form' must be fully completed in English and Irish. This is to include the job title, name of the employer, job location, and any text as part of the job description. If you do not provide all of the required information in Irish, your advert will not be published. Jobs that are based in Northern Ireland or EU Institutions are the only exceptions.
- As part of the Request Form, you are also required to:
  - ✓ provide a link to your organisation website – please ensure the link is active and includes the relevant information for a candidate on how to apply etc.
  - ✓ stipulate the job category(s) for your advert (section 3 of the request form) – this information is required to issue job alerts to registered candidates.
- In addition, you may provide a brief job description if you wish; job descriptions can contain a **maximum of 2,000 characters (including spaces)** – N.B. there is no requirement for a job description.
- The form must be fully proofed and signed off (including the Irish translation) before being submitted by the employer organisation.

## KEY POINTS TO NOTE:

- We **do not** advertise posts that reference a **third-party recruitment agency** in the advert - this includes a third-party website, telephone number or email address. However, a candidate may be directed to a third-party from your own website.
- The use of online tools (such as Google Translate) **are not appropriate** for Irish translations. The translation provided by such tools can alter the original meaning of the text, with the result that it is impossible to understand.
- Do not reference [www.publicjobs.ie](http://www.publicjobs.ie) in the advert on your website, or in any other advertising mediums e.g., newspapers/social media, as we cannot always commit to posting the advert to coincide with your requested publishing date.



### 3

## Submitting your External Adverts Request Form

**Due to the current volume of demand, your request form must be submitted to PAS at least 5 working days in advance of the requested advertising date.** If you do not provide the required notice, it will lead to a delay in advertising and may require an extended closing date.

- The fully completed form (including the Irish translation) must be submitted by the employer organisation to: [externaladverts@publicjobs.ie](mailto:externaladverts@publicjobs.ie) – you will then receive an auto response email, acknowledging receipt.
- Please ensure that **no more than 4 Request Forms are attached to a single email.**
- In order to manage demand and provide a service to a large number of clients, **the maximum number of adverts that we can accept from an individual organisation is 10 per week.**
- Due to other advertising commitments, requests for any updates to your advert may take 1 to 2 working days to action.
- Once we have reviewed your request and the documentation is in order, you will then receive an email confirming the publishing date for your advert.
- In the scenario of a high volume of requests, adverts will be published in date order (of receipt).



## 4

### Timeframes for Advertising your Vacancy Request

- External adverts are published on our website from Monday to Thursday - adverts can also be scheduled to go live on Saturday or Sunday. Please note that Friday is reserved for advertising competitions that are managed by the Public Appointments Service.
- All advertisements must be live on our website for a **minimum of two weeks**.
- Adverts that are scheduled for publishing on [www.publicjobs.ie](http://www.publicjobs.ie) will go live after midnight (on the date of publishing) and will be automatically removed at 3pm on the closing date. **Due to restrictions on our advertising system, we cannot facilitate any changes to these timeframes.**

#### KEY POINTS TO NOTE:

- Once your advert is published, the 'job alert' notifications will automatically issue to registered candidates from midnight on the date of advertising. **If you make a change to an advert after the publishing date, this will impact on the job alerts – it is not possible to reissue a job alert.**
- Adverts should not be cancelled or removed (ahead of the closing date); this is on the basis that job alerts have already issued and this **creates a poor experience for users of our website.**

