

Advertising Tip Sheet

Academic Agreement & Position Type	Posting required for Canadians or permanent residents (Min 5 days)	Minimum posting and advertising requirements for foreign nationals
Faculty (Assistant/Associate/Full Professor)	✓	<ul style="list-style-type: none"> • U of A Careers and 2 occupation-specific publications that are national in scope for 30 days • ESDC will not accept any ads older than 1 year • Approved market supplement amount must be included in the advertisement • Re-advertising is not required to renew an LMIA for a tenure-track position • Must retain all recruitment records for 6 years (advertising records for tenure-track positions must be retained permanently)
Academic Teaching Staff Agreement (ATS) - formerly CAST	Recommended	
Trust/Research Academic Staff (TRAS) i.e. Research Associate	Recommended	
Faculty Service Officer (FSO)	✓	<ul style="list-style-type: none"> • U of A Careers and 2 occupation-specific publications that are national in scope • All three ads must be posted for 4 consecutive weeks concurrently in the 3-month period prior to applying for an LMIA • At least 1 of the 3 ads must remain posted until the LMIA has been reviewed • Must retain all recruitment records for 6 years
Librarian	✓	
Administrative & Professional Officers	✓	
Temporary Librarian Administrative and Professional Staff (TLAPS)	Recommended	
Senior Administration (various agreements)	✓	

- National in scope: Canadians/PRs must have the capacity to search advertisements for work locations across Canada in a single site, as opposed to referring to individual or regional sub-sites.
- Occupation-specific: targets an audience that has the appropriate education, professional experience or skill level required for the occupation

To comply with Employment and Social Development Canada (ESDC) requirements:

- The number of international advertisements cannot exceed the number of Canadian advertisements.
- Canadian advertisements must run prior to, or simultaneously with, international advertisements.

Visit the [Staff Service Centre](#) for assistance and additional information on posting and advertising or immigration.

Advertising Content Requirements

Job advertisement information

The required job advertisement information includes:

- company operating name
- title of the position
- job duties
- skills requirements (includes education and work experience required)
- terms of employment (for example, project based, permanent position)
- wage (only applicable for non-academic positions):
 - a wage range can be used for the purposes of complying with the advertisements; however the minimum wage in the range must meet prevailing wage
- benefits package offered (if applicable)
- location(s) of work (local area, city or town)
- contact information on how to apply (example, email address or link)

Proof of advertisement

You must demonstrate that you have made efforts to recruit qualified Canadians and permanent residents by providing these documents as proof of advertisement with your application:

- a copy of the advertisement and information to support **where, when** and for **how long** the position was advertised
 - This means keeping a copy of the full advertisement with date stamps of the day they were posted and the day they expired
 - Keep a copy of the invoice of all your ads to include as proof

Job Bank

ESDC states that Job Bank must be used as a means of advertising unless there is a rationale for not using it.

- We do not recommend using Job Bank as it does not target the necessary audience and the advertising format will not match the rest of the advertisements
- A Job Bank rationale is included for the department's use when you download the [Guidelines for Completing the LMIA](#)