



# WHERE TO ADVERTISE GUIDE

**2020-2021 EDITION**

## **ABOUT THIS GUIDE**

The job advertising sites in this guide are general recommendations for hiring managers to create large and diverse applicant pools. If you have a niche position to fill, we recommend doing research to find the best job board for advertising your open position. Many journals and industry-specific websites have their own job boards which may be a better advertising option for your job.

**All external job advertisements must be purchased through the Office of Human Resource Management. Individual departments are not authorized to make these purchases.**

\*Posting rates are subject to change.

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## HIGHER EDUCATION JOB BOARDS

### ACADEMIC KEYS

Accelerate your searches for highly qualified candidates by accessing 750,000+ faculty, administrators, postdocs, and job seekers. Over 2000 universities post with [Academic Keys](#).

- \$210 for a 120 day online job post (An additional \$110 charge will be applied for postings where multiple positions are available. This includes any Evergreen postings with multiple position levels and/or ranks listed in the title.)

### HIGHER ED JOBS

[HigherEdJobs.com](#) has, on average, 4 million monthly visits with an average of 250 views and 15 application clicks per job in 2019. With over 200 categories, applicants are able to narrow down their searches, and HigherEdJobs can provide a targeted audience for every job in academia.

- \$345 Basic Job Posting - 90-day online job ad
- \$995 for the 'VIP Position' package – features the position on the HigherEdJobs homepage and targeted search pages, guaranteed to be seen at least 100,000 times.

**\*Advertisement will automatically be upgraded and included in the HigherEdJobs [Diversity and Inclusion email](#) (\$125 value). This email is sent to 343,428 job seekers, and on average, these jobs receive 89% more applicant clicks than basic postings.**

### CHRONICLES OF HIGHER EDUCATION

[Chronicle Jobs](#) is designed for reaching thousands of the most qualified faculty, administrative staff, and executives through online and print job postings. With 2.9 million unique monthly visitors, Chronicle of Higher Education attracts some of the best and brightest in academe with its authoritative news, insights, career advice, and resources, helping those in academia advance their careers and improve their institutions.

- \$435 Basic Job Posting - 60-day online Job Ad
- \$634 Diversity Boost - 60-day online job ad and posting on the Chronicle Diversity Network which includes: [DiversityandCareer.com](#), [Diversity.com](#), and [DiversityJobs.com](#).
- \$665 High Visibility – 60-day online job ad with advertisement in The Chronicle's Daily Newsletter. This package will place your job in the top three jobs seen in Chronicle Jobs search results
- [Print Packages](#) are also available.

### INSIDE HIGHER EDUCATION

[Inside Higher Ed](#) is the leading digital media company serving Higher Education Careers. They have become the go-to online source for higher education news, thought leadership, careers, jobs and resources. Inside Higher Ed receives 3.67 million visitors each month and is one of the leading digital media company serving Higher Education Careers. Inside Higher Education has become a go-to online source for higher education news, thought leadership, careers, jobs and resources. The site includes job performance reports, if requested.

- \$349 Standard Job Listing - 60-day online Job Listing; Your job emailed to relevant candidates via job alerts
- \$595 Diversity Focus Listing - 60-day online Job Listing with listing appearing higher in search results, The listing will also appear in the Diversity Matters newsletter

## **GENERAL JOB BOARDS**

### **LINKEDIN**

[LinkedIn](#) is the #1 place professionals go to manage their careers with over 580 million LinkedIn members on the site. Job seekers can search for opportunities throughout the LinkedIn network. Posting your job on LinkedIn allows you to reach the world's largest professional network to connect your job with qualified candidates. With LSU HRM's partnership with LinkedIn, all job postings will be recommended to potential candidates through the "Jobs You May Be Interested In" feature. This feature targets candidates with the right skills and experience that align with your job description. Highly visible job advertisements follow your target audience, keeping you at the top-of-mind.

- \$319 for a 30-day job ad
- \$199 for a 14-day job ad

### **LINKEDIN INMAILS AND SOURCING**

The InMail package will include the 30-day posting package and 25 InMails. InMail messages can be used to contact anyone on LinkedIn, even those outside our network to achieve a more aggressive recruiting approach. Your Talent Acquisition partner will target and source qualified candidates to inform them about your open position and personally invite them to apply.

- \$499 InMail Package - 30-day advertisement package and 25 InMails

### **MONSTER**

Monster is an online employment solution for people seeking great jobs, and employers who need great people. Monster started as a job board, but has grown into so much more. Today, Monster is a recognized global provider of a broad range of job search, career management, recruitment and talent management products and services. All postings are sent out to candidates who are searching for jobs in the posting's field.

- \$399 Standard Job Package – 60-day online job ad
- \$529 Premium Job Package – 60-day online post with additional posting on Monster's Facebook and Twitter accounts

## **ENTRY LEVEL JOB BOARD**

### **HANDSHAKE**

Hand shake is a great tool for recruiting students in school or young alumni. An ideal site for advertising entry-level jobs and internships. Over 14,000,000 students and young alumni from over 700 universities use Handshake. Posting is free.

### **DELGADO COMMUNITY COLLEGE EMPLOYER SERVICES**

Post jobs targeted to Delgado Community College students and alumni. Delgado is Greater New Orleans' largest higher education institution and Louisiana's oldest and largest community college. Employers have the opportunity to post jobs and register for Delgado Community College hosted job fairs. Posting is free.

### **BATON ROUGE COMMUNITY COLLEGE EMPLOYER SERVICES**

Post jobs targeted to Baton Rouge Community College students and alumni. BRCC has a variety of academic programs and works with employers and community agencies who wish to recruit and hire their students and alumni for internships and jobs. Posting is free

## **LOCAL JOB BOARDS**

### **THE ADVOCATE**

Posting on [The Advocate](#) Online Job Site includes optimization and distribution to a variety of local, national and industry job sites. At an additional cost, the job post will receive exposure on Twitter and paid ad distribution to relevant Facebook user job feeds.

- \$375 Standard Job Package - 30-day online job post with social media exposure

### **LOUISIANA WORKFORCE COMMISSION – HiRE HELPING INDIVIDUALS REACH EMPLOYMENT**

[HiRE](#) is the Louisiana Workforce Commission's improved self-service system. The Louisiana Workforce Commission's vision is to make Louisiana the best place in the country to get a job or grow a business. Job seekers can file for unemployment and immediately search for new jobs that match their experience and interests through the HiRE system. Posting is free.

### **NEOGOV - FOR CIVIL SERVICE POSITIONS**

NEOGOV is the official Louisiana State Jobs posting website. All open classified positions are required to be advertised on this site. Posting is free.

## **DIVERSITY JOB BOARD**

### **CURRENTLY UTILIZED JOB BOARDS**

## **DIVERSE: ISSUES IN HIGHER EDUCATION**

[DiverseJobs.net](#) has the backing of a well-known, award-winning publication which has served the higher education community for over 34 years. Job listings appear on the pages of both online and print publications, as well as higher education social media sites and forums for an additional cost.

All jobs posted externally on Workday will be automatically placed on this site via a partnership with DiverseJobs.net and Academic Affairs.

## **DIVERSITYJOBS.COM**

Posting on [DiversityJobs.com](#) includes automatic posting to 12 other job boards including: [LatinoJobs.org](#), [African American Hires](#), [VeteranJobs.net](#), [All Hispanic Jobs](#), [AllLGTBJobs.com](#), [AsianHires.com](#), [WeHireWomen.com](#), [All Bilingual Jobs](#), [Over Fifty Jobs](#), [Native Jobs](#), [DisabilityJobs.net](#) and [BlackCareers.org](#). This job board is utilized by several peer institutions including the University of Alabama, Auburn University, University of Texas at Austin, University of Mississippi (Ole Miss), and more!

## **OTHER DIVERSITY FOCUSED JOB BOARDS**

\* Please visit the job board site for pricing details.

### **General Diversity Focused Job Boards**

- [Diverse Issues in Higher Education](#)
- [Insight into Diversity](#)
- [Academic Diversity Search, Inc](#)
- [IMDiversity](#)
- [National Employment Minority Network \(NEMN\)](#)

### **Black Organizations**

- [American Association of Blacks in Higher Education](#)
- [The Black Doctoral Network](#)
- [Black Caucus of the American Library Association \(BCALA\)](#)
- [Journal of Blacks in Higher Education](#)
- [National Association of Black Accountants](#)
- [National Association of Black Journalist](#)
- [National Society of Black Physicists](#)
- [National Society of Black Engineers](#)
- [Association of Black Psychologists \(ABPSI\)](#)
- [National Society of Black Master of Business Administration \(MBA\) Association](#)
- [National Black Nurses Association](#)
- [National Forum for Black Public Administrators](#)

### **Asian Organizations**

- [Asian American Journalist Association](#)
- [Asian/Pacific American Librarians Association](#)
- [Asians in Higher Education](#)
- [Chinese American Librarians Association](#)
- [Korea-America Finance Association](#)
- [National Asian Pacific American Bar Association](#)
- [National Association of Asian Professionals](#)



### **Latinx Organizations**

- [Latinos in Higher Education](#)
- [National Hispanic Corporate Council](#)
- [National Hispanic Medical Association](#)
- [Society of Hispanic Professional Engineers](#)
- [Hispanic Outlook Higher Education](#)

### **Native-American Organizations**

- [American Indian Science & Engineering Society](#)
- [Native American Journalists Association](#)
- [SANCAS \(Society for the Advancement of Chicanos and Native Americans in Science\)](#)

### **Women's Organizations**

- [Women in Higher Ed](#)
- [American Business Women's Association](#)
- [Association for Women in Science](#)
- [Financial Women's Association](#)
- [National Women's Studies Association](#)
- [Society of Women Engineers](#)
- [Women in Technology](#)
- [Career Women](#)
- [Society of Women Engineers](#)
- [Women Leaders in College Sports](#)
- [National Association of Women Lawyers \(NAWL\)](#)

### **LGBTQ+ Organizations**

- [LGBT in Higher Education](#)
- [The LGBT Bar](#)
- [Out and Equal](#)

### **Military/Veteran Organizations**

- [Military Hire](#)
- [Veteran Enterprise](#)

**ADVERTISEMENT PRICING COMPARISON CHART**

<b>Job Board</b>	<b>Basic Package Price</b>	<b>Niche</b>	<b>Posting Length</b>
Higheredjobs.Com	\$345	Higher Education	90 Days
Chronicle Of Higher Education	\$435	Higher Education	60 Days
Inside Higher Education	\$349	Higher Education	60 Days
Academic Keys	\$210	Higher Education	120 Days
LinkedIn	\$319	General	30 Days
Monster	\$399	General	60 Days
Handshake	Free	Entry Level	30 Days
Baton Rouge Community College	Free	Entry Level/Local	30 Days
Delgado Community College	Free	Entry Level/Local	30 Days
The Advocate	\$375	Local	30 Days
Louisiana Workforce Commission	Free	Local	30 Days
NeoGov	Free	Local	30 Days

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