

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 • If you choose not to advertise on the Canada Job Bank, you must provide a written rationale with your LMIA application • Must retain all recruitment records for 6 years • To see what must be included in the advertisements, refer to the Immigration Website
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.