### Advertising Tip Sheet

<table>
<thead>
<tr>
<th>Academic Agreement &amp; Position Type</th>
<th>Posting required for Canadians or permanent residents (Min 5 days)</th>
<th>Minimum posting and advertising requirements for foreign nationals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty (Assistant/Associate/Full Professor)</td>
<td>✔</td>
<td>U of A Careers and 2 occupation-specific publications that are national in scope for 30 days</td>
</tr>
<tr>
<td>Academic Teaching Staff Agreement (ATS) - formerly CAST</td>
<td>Recommended</td>
<td>ESDC will not accept any ads older than 1 year</td>
</tr>
<tr>
<td>Trust/Research Academic Staff (TRAS) i.e. Research Associate</td>
<td>Recommended</td>
<td>Approved market supplement amount must be included in the advertisement</td>
</tr>
<tr>
<td>Faculty Service Officer (FSO)</td>
<td>✔</td>
<td>Re-advertising is not required to renew an LMIA for a tenure-track position</td>
</tr>
<tr>
<td>Librarian</td>
<td>✔</td>
<td>Must retain all recruitment records for 6 years (advertising records for tenure-track positions must be retained permanently)</td>
</tr>
<tr>
<td>Administrative &amp; Professional Officers</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Temporary Librarian Administrative and Professional Staff (TLAPS)</td>
<td>Recommended</td>
<td>U of A Careers and 2 occupation-specific publications that are national in scope</td>
</tr>
<tr>
<td>Senior Administration (various agreements)</td>
<td>✔</td>
<td>All three ads must be posted for 4 consecutive weeks concurrently in the 3-month period prior to applying for an LMIA</td>
</tr>
</tbody>
</table>

- 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](https://example.com) for assistance and additional information on posting and advertising or immigration.

March 2023
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

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