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**Advertisement Template   
(long and short advertisement)**

**Position Title:**

**Position Number:**

**Position Type:**

**College/Division:**      

**Department/Unit**:

**Anticipated Start Date:**

**Salary:**

**University Description (See Sample)**

**Department Overview:**

**Job Responsibilities**:

**Required Skills/Qualifications:**      

**Preferred Skills/Qualifications:**      

**Application Instructions:**      

**Contact Person**

Name:

Phone:

E-mail:

Fax (if applicable):

**Advertisement Requirements**

**PRINT ADVERTISEMENT LANGUAGE: (SHORT ADVERTISEMENT)**Advertisements that appear in print media can be much shorter than those posted in online sources. They include, but are not limited to, “display advertisements” and “line advertisements” that run in publications such as the Chronicle of Higher Education, The Daily Chronicle, and the Chicago Tribune/Sun-Times. The costs to run print advertisements are usually calculated by the “line” or “column square inch”. Therefore, departments may choose to provide two separate advertisements; one for “online” sources (long advertisement) and one for print media (short advertisement). This template may help provide guidance in developing a condensed version of your advertisement.

**ONLINE ADVERTISEMENT LANGUAGE (LONG ADVERTISEMENT)**Advertisements that appear on websites, in list serve, or other electronic media are typically charged a flat rate; regardless of the length of the advertisement. Therefore, departments may want to develop an advertisement specifically for electronic media sources. These ads may include information about their college/division, department and community in addition to the position responsibilities and requirements. The Advertisement Template and Guidelines can provide guidance in developing a long version of your advertisement.

**UNIVERSITY DESCRIPTION (SAMPLE TEXT)**Chartered in 1895, Northern Illinois University (NIU) is a student-centered, regional public research institution with a diverse and international student body of 20,130. The University is located approximately 65 miles from downtown Chicago and is a short drive from the vibrant western suburbs and Rockford metropolitan area. The University’s close proximity to Chicago and Rockford allows for strong collaborations with regional national labs and local innovation spaces that foster research and entrepreneurship opportunities across disciplines. Our research programs extend beyond the Illinois region with faculty conducting cutting-edge research and service programs with U.S. and international collaborators.

NIU has three extension centers located in Naperville, Rockford, and Hoffman Estates. The University contains 42 academic departments across seven colleges of Business, Education, Engineering and Engineering Technology, Health and Human Sciences, Law, Liberal Arts and Sciences, and Visual and Performing Arts. NIU offers 56 undergraduate majors and 80 graduate degree programs, including 22 doctoral programs, and the Juris Doctorate. NIU is a member of the Association of Public and Land-Grant Universities. DeKalb is a safe and affordable environment with a high quality of life. The university’s main campus is set on 756 acres of rolling country land, featuring two lagoons, several museums, and a broad variety of cultural activities.

The vision of Northern Illinois University is to be a premier student-centered, research-focused public university, contributing to the advancement of knowledge for the benefit of the people of the region, the state, the nation, and the world. With this vision, the mission of the University is to promote excellence and engagement in teaching and learning, research and scholarship, creativity and artistry, and outreach and service

NIU is classified by the Carnegie Foundation as a research university/high research activity as well as an institution of community engagement. The Association for Public and Land-Grant Universities recently awarded NIU its “place” award for leadership in innovative practices contributing to economic prosperity in a given region.

NIU has a proud alumni base of more than 225,000 individuals who contribute $8 billion a year to the Illinois economy with engagement efforts that bring 25,000+ alumni in personal contact with their alma mater each year.

**REQUIRED VS. PREFERRED QUALIFICATIONS**

* The absence of qualifications listed as "required" will disqualify an applicant from further consideration.
* Qualifications listed as "preferred" may serve to rank some applicants higher than others, *but their absence cannot be used to disqualify an applicant from consideration*.
* For example, the statement "Ph.D. required" means that applicants *must* have the Ph.D. in-hand to be considered for an interview. The statement "Ph.D. required by the time of the appointment" means that applicants in the final stages of doctoral work can be considered.

**APPLICATION INSTRUCTIONS**

**Materials Options**

* Resume or Curriculum Vita, Cover Letter or Letter of Interest, three current professional references or three current letters of recommendation, Transcripts

**Application Submission Options**

* Send materials to Name of contact person, Phone, E-mail and/or mailing address.
* Electronic submissions can be sent to [XXXX@niu.edu](mailto:XXXX@niu.edu) in PDF format and must include the position title and position number in the subject line. Fax applications will not be accepted.

**Application Date Options**

* **Firm Deadline** (Note: applications received after this date may not be considered)
  + Complete applications including all required materials must be received by “MM/DD/YYYY”
* **Rolling Date:** A “rolling deadline” is typically used when a position has proved difficult to fill. When a “rolling deadline” is applied, the department must continue to acknowledge all applications received until the position is actually filled. The rolling deadline must include a date when the search committee will begin reviewing applications. Additionally, applications received prior to the preferred date must be considered first. Sample rolling deadline statements include:
  + Preference will be given to complete applications received by MM/DD/YYYY; however, applications will be accepted until the position is filled.
  + Review of applications will begin MM/DD/YYYY; however, applications will be accepted until the position is filled.

**Required Statements**

**Short Version -** for media sources that charge by the length of the advertisement.

* Pre-employment criminal background investigation required.
* AA/EEO.
* All persons hired will be required to verify identity and eligibility to work in the United States.

**Long Version -** for media sources that do not charge by the length of the advertisement.

* In compliance with the Illinois Campus Security Act, before an offer of employment is made, the university will conduct a pre-employment background investigation, which includes a criminal background check.
* In accordance with applicable statutes and regulations, NIU is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, ancestry, sex, religion, age, physical and mental disability, marital status, veteran status, sexual orientation, gender identity, gender expression, political affiliation, or any other factor unrelated to professional qualifications, and will comply with all applicable federal and state statutes, regulations and orders pertaining to nondiscrimination, equal opportunity and affirmative action.
* In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.