

UC Irvine

LAUC-I and Library Staff Research

Title

If You Post It, Will They Come? Effective Advertising for Librarian Jobs

Permalink

<https://escholarship.org/uc/item/39f2s80r>

Author

Kjaer, Kathryn

Publication Date

2009-07-11

Background Info The UCI Libraries routinely post librarian job openings in over 25 publications, websites and email listservs. Which do our applicants most frequently consult? Do they consult other sources that we should add to our list?

If You Post It, Will They Come?

Effective Advertising for Librarian Jobs

By KATHRYN KJAER

University of California,

Irvine Libraries

Goals

Our list of 25+ advertising sources was developed to:

- Reach a national/international audience
- Attract a diverse pool of applicants
- Be visible to qualified applicants in our geographic region
- Target communities where specialized skills are likely to be found
- Maintain cost effectiveness and keep advertising costs reasonable

Questions Asked in the Survey

How did you find out about this position? Check one or more of the websites, listservs, and print publications where we post jobs.

What other resources do you use to find library job postings? Name any other sources not on our list.

Survey Results of Top Sites & Listservs

	Websites	Listservs	Other Sources
1	UCI Libraries Website – www.lib.uci.edu	LIBJOBS (IFLA): libjobs@infoserv.inist.fr	HigherEdJobs.com www.higheredjobs.com
2	LisJobs.com – www.lisjobs.com (formerly called Library Job Postings on the Internet)	Chinese American Librarians Association (CALA): cala@umich.edu	InsideHigherEd.com www.insidehighered.com
3	ALA Joblist – joblist.ala.org	California Academic & Research Libraries (CARL): calibaca-l@csus.edu	“My Library School” job posting sources
4	Chronicle of Higher Education: Chronicle Careers chronicle.com/jobs/	ALA Diversity: diversity-l@ala.org	Colleagues, friends and co-workers
5	California Academic & Research Libraries (CARL) Jobs – www.carl-acrl.org/jobs	Library Personnel: persn-l@listserv.temple.edu	Various Regional and State Library Associations and Consortia
6	Assn. of Research Libraries (ARL) Career Resources careers.arl.org	African American Librarians List: AFAS-L@listserv.kent.edu	The UNESCO Libraries Portal www.unesco.org/webworld/portal_bib
7	Higher Education Recruitment Consortium (HERC for So. California) – www.socalherc.org	Discussion List for New Librarians: NEWLIB-L@usc.edu	LIBGIB www.libgig.com

Interesting Findings!

Applicants prefer online sources to print publications

- Only 4 respondents saw print ad in *Chronicle of Higher Education*
- 33 saw ad in the online version of the *Chronicle*

Targeting specialized audiences is very effective. Examples:

- Music Library Association website & listserv (for music librarian jobs)
- AUTOCAT listserv (for cataloger jobs)
- American Association of Law Libraries (for law librarian jobs)

Few respondents cited websites or listservs oriented to under-represented groups