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

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Effective Advertising for Librarian Jobs

Survey Results of Top Sites & Listservs

<table>
<thead>
<tr>
<th>Websites</th>
<th>Listservs</th>
<th>Other Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALA Joblist – joblist.ala.org</td>
<td>California Academic &amp; Research Libraries (CARL): <a href="mailto:calibaca-l@csus.edu">calibaca-l@csus.edu</a></td>
<td>“My Library School” job posting sources</td>
</tr>
<tr>
<td>Chronicle of Higher Education: Chronicle Careers chronicle.com/jobs/</td>
<td>ALA Diversity diversity-ala.org</td>
<td>Colleagues, friends and co-workers</td>
</tr>
</tbody>
</table>

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.

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

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

Background Info

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

By KATHRYN KJAER
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