

State of Vermont Advertising Style Guide

Effective May 2014

(Newspapers not part of Coordinated Advertising Program)

Agencies and departments may find it effective to advertise in regional/local newspapers that are not part of the Coordinated Advertising Program. The State's Standard Ad template and graphic standards will be used when placing ads in these papers. To this end the State of Vermont's Display Classified Ad template is available at the following newspapers.

Addison Independent
Bennington Banner
Brattleboro Reformer
Caledonian Record

Newport Daily
St. Albans Messenger
Valley News

Please ensure our brand/border has the correct information upon review. (See updated border template below)

Standards for Ad Copy

Heading

The heading should be left justified and should include the job title and agency/department.

Ad Body

1. Lead Sentence. Lead in with an active, strong sentence that will communicate, from the applicant's point of view, either how the employee will contribute to the organization or what they are likely to gain from taking the job.
2. Brief Job Description. This should not be the dry language from the job specification. It should be a plain language description that will let the potential applicant recognize what the job is about and its basic functions.
3. Who are you looking for? There is no need to list the minimum qualifications verbatim, rather you should answer the question: "Who are you looking for?" This might be an abbreviated statement of the minimum qualifications, preferred qualifications or specific skills desired.

4. Position Information. The following position information should be included.
 - Location. Indicate the position's worksite.
 - Status. Indicate the position's status (full or part-time, and if exempt or temporary please note that).
 - Application Deadline. Indicate the application deadline.
 - Job Posting ID #

The preferred format is as follows (in italic): *Reference Job Posting ID: #####, Location: City. Status: Full Time (or... Limited Service, Part Time or other applicable status information). Application Deadline: Month, Date, Year (example: January 1, 2014).*

Contact Information/EEO Statement

The following is the standard EEO statement and contact information for all open-competitive, classified job openings requiring on-line applications. Most of the newspapers have this language for our template to include at the bottom of the ad; ensure that it is included when you receive the proof for review.

The State of Vermont offers an excellent total compensation package. To apply, use the online job application at www.careers.vermont.gov or contact the Department of Human Resources Division, Recruitment Services at (855) 828-6700(voice) or 800-253-0191 (TTY/Relay Service). The State of Vermont is an Equal Opportunity Employer.

Here is an example of the proper format for submission:

DVHA PROGRAMS & OPERATIONS AUDITOR Vermont Health Access

We are looking for a full-time Programs & Operations Auditor who is enthusiastic and a self-directed member to join our team of professionals in investigating provider fraud, waste and abuse in the Vermont Medicaid program. This position combines analytical skills, research, reporting, statistical and interpersonal skills working as a vital part of the Program Integrity unit at the Department of Vermont Health Access (DVHA). Our ideal auditor will have considerable knowledge of the principles and practices of health programs, health insurance operations, medical claims billing, and an understanding of investigative techniques and procedures. *Reference Job Posting ID#: 614585. Location: Williston. Status: Full Time. Application Deadline: April 16, 2014.*

Our updated border template:

