

ADVERTISING

Advertising, whether through print, internet or other media, is an option in terms of identifying potential candidates for any appointment process. COMU has used newspaper advertising in its appointment processes, although rarely. It will be necessary to analyse, in each case, the target audience, the likely effectiveness and the cost.

In COMU's experience, broad advertising does not always produce a focused selection of well-aligned candidates. Advertising should be considered as an option on a case-by-case basis. COMU issues alerts to all active database candidates when positions come under consideration, and this is a form of advertising. For most COMU appointments, candidate identification is more effective via the normal database searches, together with targeted consultation and networks.