

## Advertising Process

<b>Policy Number</b>	14
<b>Version</b>	5
<b>Policy Contact</b>	Matthew Betteridge
<b>Date Issued</b>	1 <sup>st</sup> November 2018
<b>Reviewed</b>	06 <sup>th</sup> May 2026
<b>Next Review Date</b>	06 <sup>th</sup> May 2027
<b>Approved by</b>	OneCall24 Policy Team

## Purpose

One Call 24 Limited (OneCall24) ensures that all relevant information is obtained from the client in order for the most suitable candidate to be identified and placed into the job role. It is also key that the candidate applying for a vacant post is fully aware of the requirements they need to meet, as well as what they can expect from the agency and client.

This policy sets out OneCall24's approach to recruitment advertising to ensure compliance with UK legislation, regulatory expectations, and good industry practice, while promoting fair, transparent, and ethical recruitment.

## Scope

This policy applies to all job advertisements placed by OneCall24 for temporary, permanent, and contract roles, across all advertising channels, including online platforms, print media, social media, and referrals.

## Advertising Standards

OneCall24 will ensure that the following information is accessible on all job adverts:

- Agency name, logo and location
- Job title including Band (where applicable)
- Description which easily explains the vacant job post
- Pay expected– PAYE/LTD
- Location of job role, including full address and ward details
- Person Specifications, including (but not limited too); Training; Skills; Expertise, Qualifications and other personal qualities
- Other job specific requirements
- How to apply
- When to apply (i.e. closing dates etc)

In all cases, advertising information will be clear, accurate, inclusive, and not misleading, thereby managing candidate expectations and complying with the Conduct of Employment Agencies and Employment Businesses Regulations 2003.

## Equality, Diversity and Inclusion

OneCall24 will ensure that all job advertisements comply with the Equality Act 2010 and do not discriminate, directly or indirectly, against individuals on the basis of protected characteristics.

Job adverts must not discriminate on the grounds of:

- age
- disability
- gender reassignment
- marriage or civil partnership
- pregnancy or maternity
- race (including colour, nationality, and ethnic or national origin)
- religion or belief
- sex
- sexual orientation

Inclusive wording and accessible language must be used wherever possible, and reasonable adjustments will be considered during the recruitment process.

### **Data Protection and Confidentiality**

All personal data collected or processed during recruitment advertising shall be handled in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018

Candidate information will only be shared with clients or third parties where a lawful basis exists, appropriate privacy information has been provided, and the candidate's rights are respected. This policy should be read alongside OneCall24's Data Protection and Privacy Policies

### **Advertising Channels**

OneCall2424 uses various methods to attract the most suitable candidates for vacant job roles, including:

- OneCall24 Website
- Various online job boards and the internet (i.e. Niche Jobs; Job Medic and CV Library)
- Newspapers or magazines
- Referrals and business contacts
- Approved social media channels

### **Ethical Recruitment and JobsAware**

One Call 24 is registered with Jobs Aware (<https://www.jobsaware.co.uk/>) demonstrating its commitment to safe, transparent, and ethical job advertising.

OneCall24 follows the JobsAware Principles of Good Practice, which include:

- explaining how vacancies appear on advertising platforms
- performing agreed standards of due diligence
- limiting the number of times the same advert can be published
- ensuring adverts do not misrepresent roles or organisations
- not using CV databases as a sales commodity
- obtaining appropriate permissions before transferring candidate data
- maintaining processes to investigate breaches
- providing accessible guidance on common recruitment scams, including links to JobsAware
- carrying agreed JobsAware text
- reporting and sharing relevant information with JobsAware where required

The following link directs you to our placement on the Jobs Aware website:

<https://www.jobaware.co.uk/partners>

### **Roles and Responsibilities**

Recruiters and relevant staff are responsible for ensuring advertisements are accurate, compliant, and approved before publication.

Managers are responsible for oversight and ensuring adherence to this policy. Any identified breaches must be escalated in accordance with internal governance procedures.

### **Review**

This policy statement will be reviewed annually as part of our commitment to upholding professional standards. It may be altered from time to time in the light of legislative changes, operational procedures or other prevailing circumstances.