

THE CHRONICLE
OF HIGHER EDUCATION®

The Chronicle's Guide to Digital Job Advertising



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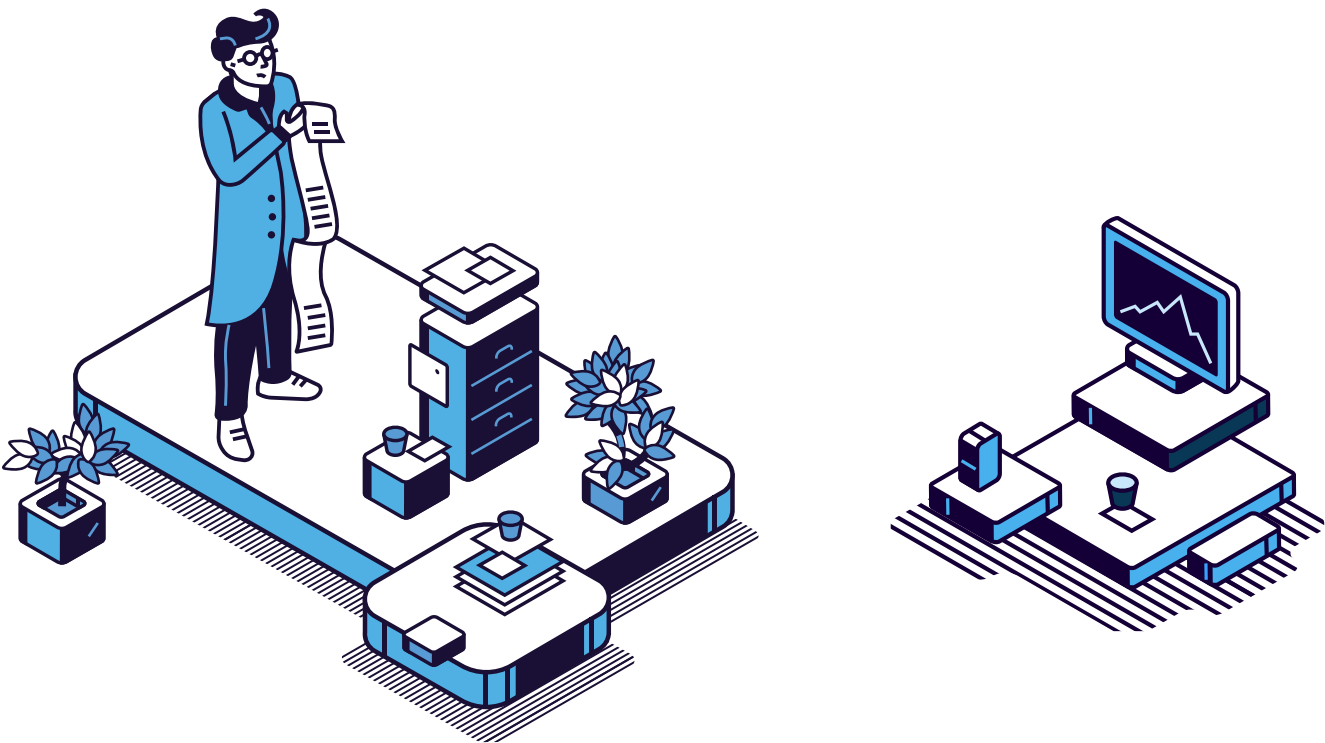
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Welcome to *The Chronicle's* Guide to Digital Job Advertising!

This guide is designed to help job posters like you better understand the process of posting a job ad using hire.chronicle.com. The guide contains detailed steps for setting up a new account, completing your job poster profile, and creating a job ad.

You'll find explanations of each process from start to finish and information about how your ad will appear to potential job candidates. We've included tips and tricks along the way to help you get the most out of your employer account.

If you have questions as you go through the process, please don't hesitate to contact our team at jobs@chronicle.com for help.





I. The Account Setup Process



I. The Account Setup Process

This section covers how to create an account and log in to your job ad portal on hire.chronicle.com. This is the first step to posting an ad on the job board. The information you provide here helps our team support you along the way.

Let's get started!

a. Creating Your Account and Logging in for the First Time

1. Navigate to hire.chronicle.com and click on Create Account in the top right.

POST A JOB | YOUR JOBS | ALL PRODUCTS | [Name of User] Sign out

Create an account and post a job today

Company Information

Principal organization •
Canyon View University X ?

Company name •
Canyon View University ?

Billing email address •
jobs@canyonview.edu

Employer type •
Direct Employer

Billing address line 1 •
1255 23rd St NW

Billing address line 2
#700

City • Washington State • DC

Zip code • 20037 Country • United States

Telephone number • 202-466-1050 Website
canyonview.edu

I agree to the [Terms and conditions](#) and [Privacy policy](#) •

[Create an account](#)

Account benefits

- Post job vacancies
- Track and manage applications
- Find and download resumes
- Access your purchased resumes from any device

If you are an Agency or Executive Search Firm client, please contact The Chronicle for assistance with account setup. Email Jobs@Chronicle.com or call 202-466-1050.

2. You'll be directed to the log-in page, where you'll select the *Sign Up* button to begin creating your account.
3. Enter your First name, Last name, and Email.
4. Then, choose a password for your account that is at least 8 characters in length and contains at least one lowercase letter, one uppercase letter, and one number.
5. If you don't wish to receive the Academe Today newsletter, uncheck the checkbox under the *Sign Up* button.

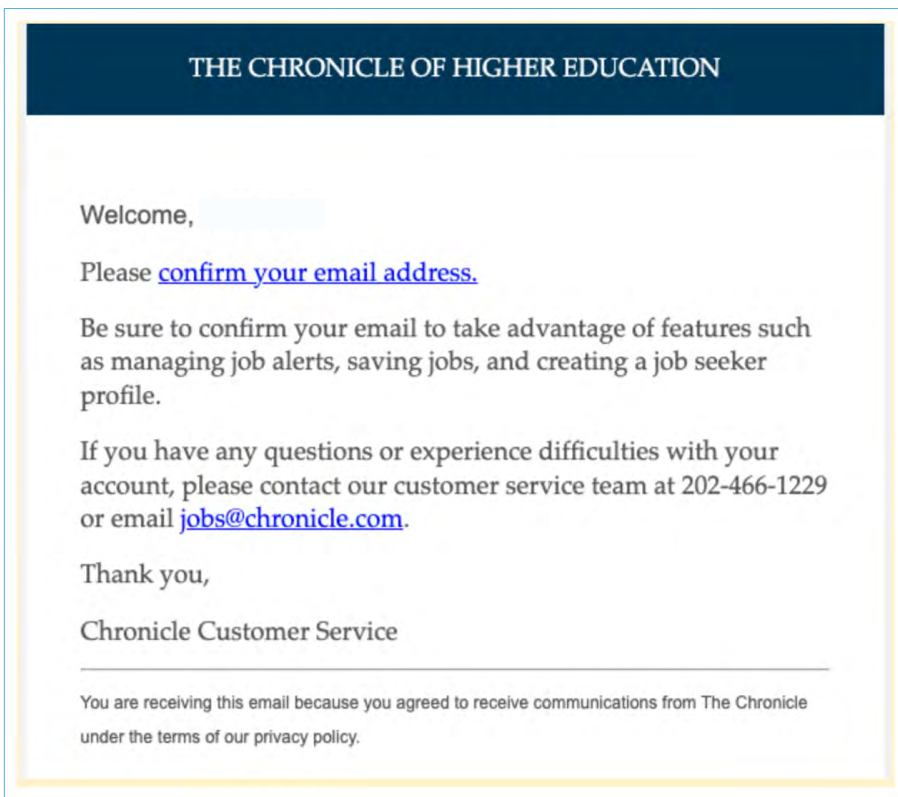
6. Once you've entered this information, click the blue *Sign Up* button.

Note: If you receive a "Sign in failed." error, this means you've not yet confirmed your email address. Once you have confirmed your email address, you will be able to log in without this error.

7. After clicking the *Sign Up* button, you will be taken to the [log-in page](#) with this message:

"To proceed with logging in, you'll need to confirm your email address."

That email looks like this:



8. Once you've confirmed your account via the confirmation email in your inbox, you'll be able to log in to your hire.chronicle.com account directly by entering your email address and password.

Note: You will see your name in the top right when you are successfully logged in to your hire.chronicle.com account.

Congratulations! You've created your account with hire.chronicle.com and can now proceed with setting up your profile for job ad posting.

b. Setting Up Your Profile

Company Information

Principal organization •
Canyon View University

Company name •
Canyon View University

Billing email address •
jobs@canyonview.edu

Employer type •
Direct Employer

Billing address line 1 •
1255 23rd St NW

Billing address line 2
#700

City •
Washington

State •
DC

Zip code •
20037

Country •
United States

Telephone number •
202-466-1050

Website
canyonview.edu

I agree to the [Terms and conditions](#) and [Privacy policy](#) •

Create an account

Account benefits

- Post job vacancies
- Track and manage applications
- Find and download resumes
- Access your purchased resumes from any device

If you are an Agency or Executive Search Firm client, please contact The Chronicle for assistance with account setup. Email Jobs@Chronicle.com or call 202-466-1050.

When you log in for the first time, the system requires you to input your account details and create your profile before posting job ads on our job board.

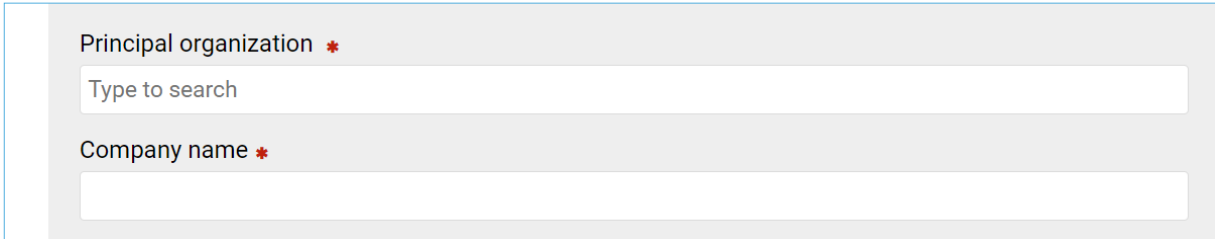
Important: At this time, you can only fill out this form as a direct employer. If you are an agency or executive search firm, please contact customer support via jobs@chronicle.com for assistance with account setup.

To complete the account setup process, you will need to enter the following information:

- **Principal organization:** The organization or campus that most closely matches your Company name. This information does not affect your ad posting in any way; it is for our internal administrative support team to help troubleshoot account issues if they arise. For example, if you have multiple campuses under the same umbrella organization, each campus would be a principal organization within the broader company name.
- **Company name:** The name of your organization as it should appear on your job posting. This is the name job seekers will see when they encounter your ad on the job board.
- **Billing email address:** The email where you want to receive receipts or invoices, depending on your preferred payment method. Please make sure this email is accessible by a member of your billing or finance team.
- **Employer type:** The type of employer you are. You can only fill out this form as a direct employer at this time. If you are an agency or executive search firm, please contact customer support via jobs@chronicle.com for assistance with account setup.
- **Billing address:** Your organization's billing address.

c. Entering Your Account Information

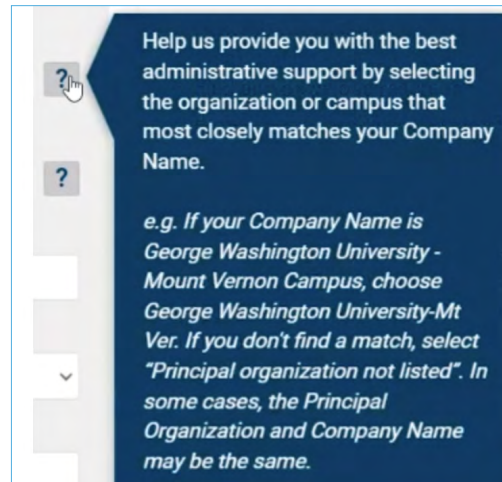
1. First, define your Principal organization and Company name.



Principal organization *

Company name *

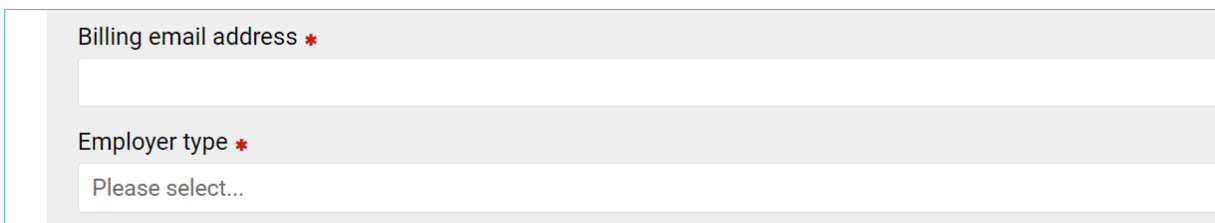
If you are unsure of what to include here, please review the “?” information pop-up or reach out to our team for support.



Help us provide you with the best administrative support by selecting the organization or campus that most closely matches your Company Name.

e.g. If your Company Name is George Washington University - Mount Vernon Campus, choose George Washington University-Mt Ver. If you don't find a match, select "Principal organization not listed". In some cases, the Principal Organization and Company Name may be the same.

2. Then, enter your Billing email address and Employer type.



Billing email address *

Employer type *

3. Next, enter your Billing address.



Billing address line 1 *

Billing address line 2

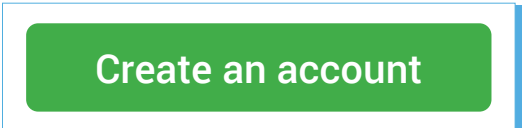
City * State *

Zip code * Country *

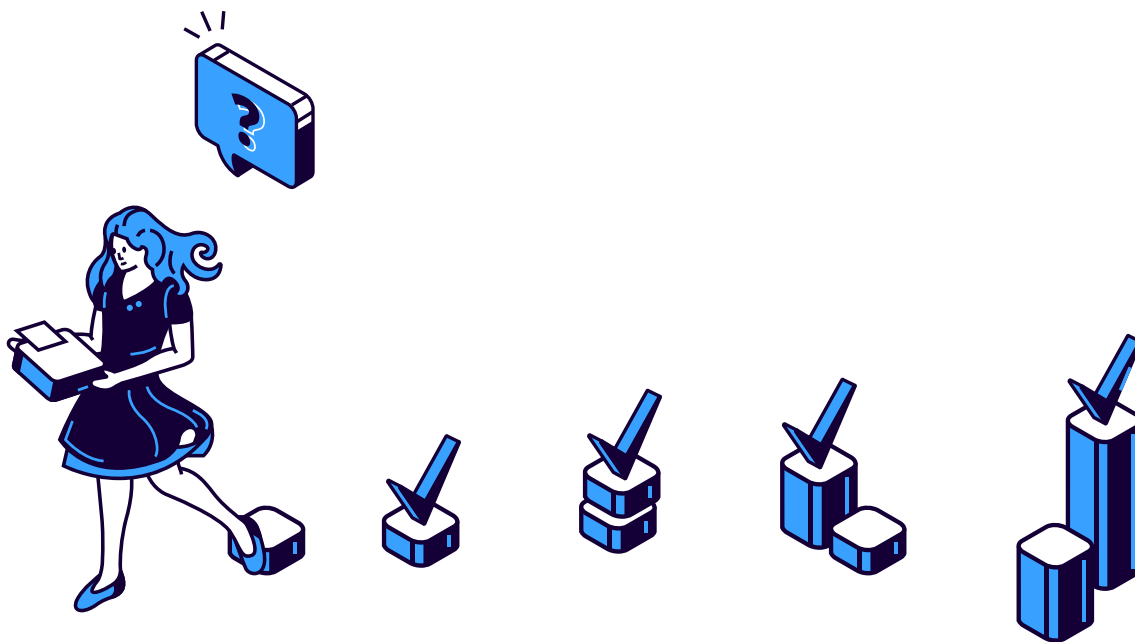
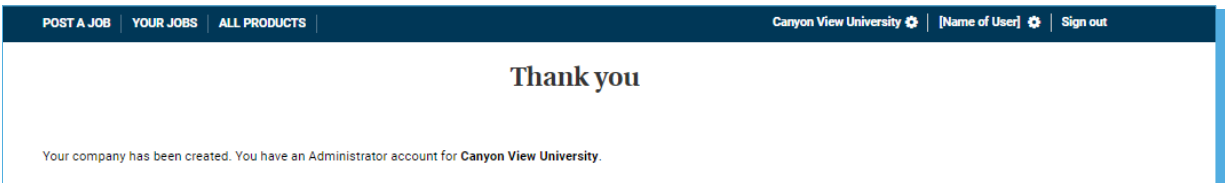
4. Once you've entered the requisite information and confirmed it is correct, check the "I agree to the Terms and conditions and Privacy policy" checkbox.

I agree to the [Terms and conditions](#) and [Privacy policy](#) *

5. Then, click the green *Create an account* button.



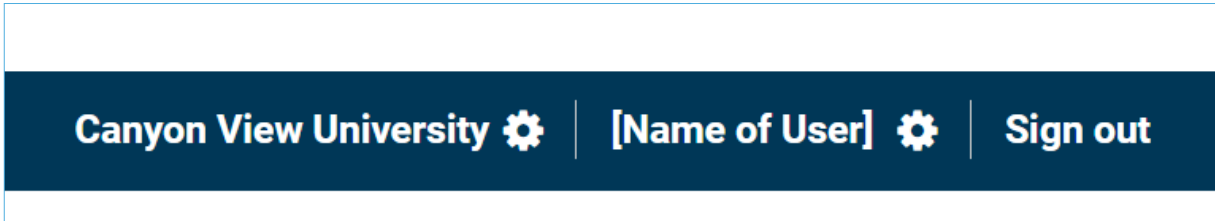
Great job! You've created a profile for your [hire.chronicle.com](#) account.



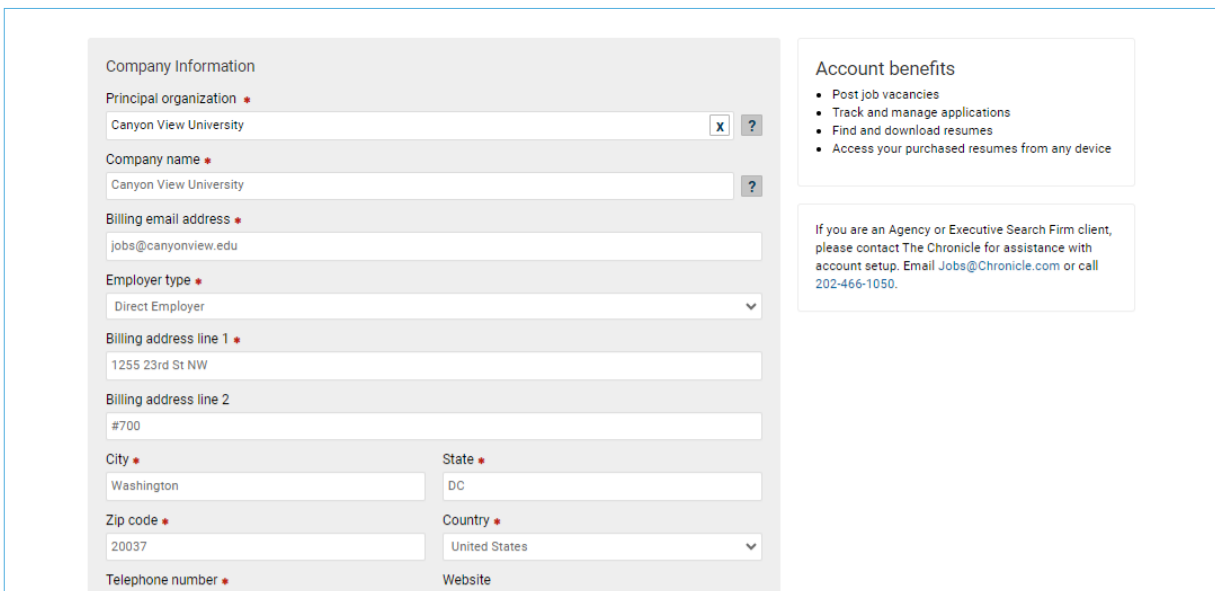
d. Updating Your Company Profile

If you wish to add more information about your institution on hire.chronicle.com, you have the option to update the information under the Company profile section of your account.

1. First, click on your institution name in the top right.



2. This will show you your Company profile as it appears to our support team. You can use this section to review the Principal organization and Employer type for your account and add an employer summary.

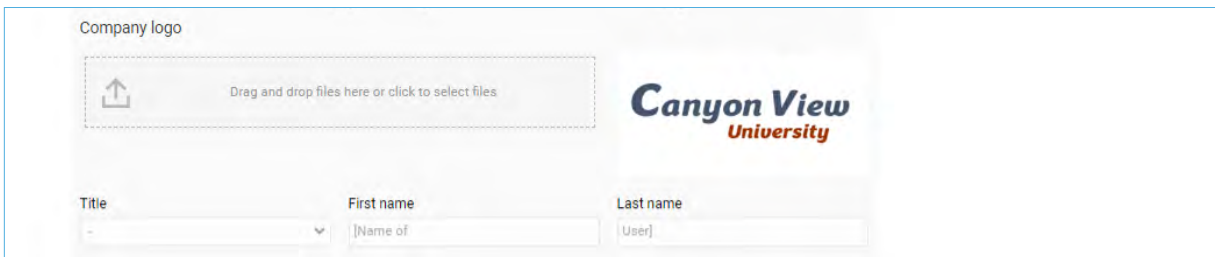
A screenshot of a web form titled 'Company Information'. The form has several fields: 'Principal organization' (Canyon View University), 'Company name' (Canyon View University), 'Billing email address' (jobs@canyonview.edu), 'Employer type' (Direct Employer), 'Billing address line 1' (1255 23rd St NW), 'Billing address line 2' (#700), 'City' (Washington), 'State' (DC), 'Zip code' (20037), 'Country' (United States), 'Telephone number', and 'Website'. To the right of the form is a box titled 'Account benefits' with a bulleted list: 'Post job vacancies', 'Track and manage applications', 'Find and download resumes', and 'Access your purchased resumes from any device'. Below this list is a note: 'If you are an Agency or Executive Search Firm client, please contact The Chronicle for assistance with account setup. Email Jobs@Chronicle.com or call 202-466-1050.'

Your employer summary should include a description of your institution for job seekers on *The Chronicle's* job board. Use this description to provide potential applicants with information about your institution, its culture, and its history.

We recommend checking the “Use the first 250 characters...” checkbox to give potential job seekers a way to understand more about your institution when they’re browsing job ads on the site. Please note that only the first 250 characters of the summary appear on the search results page. Ensure the text is optimized when truncated after 250 characters.

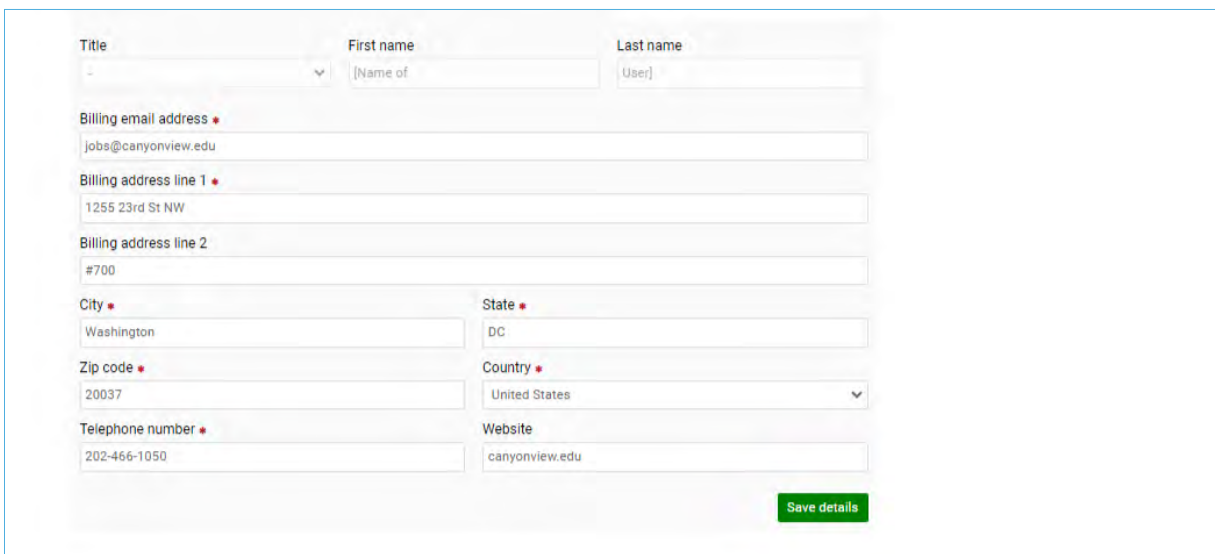
3. You can also upload a Company logo that will appear on each of your job ads in search results and on the job ad details page.

Note: Your company logo must be a .jpg or .png file and exactly 360 × 180 pixels.



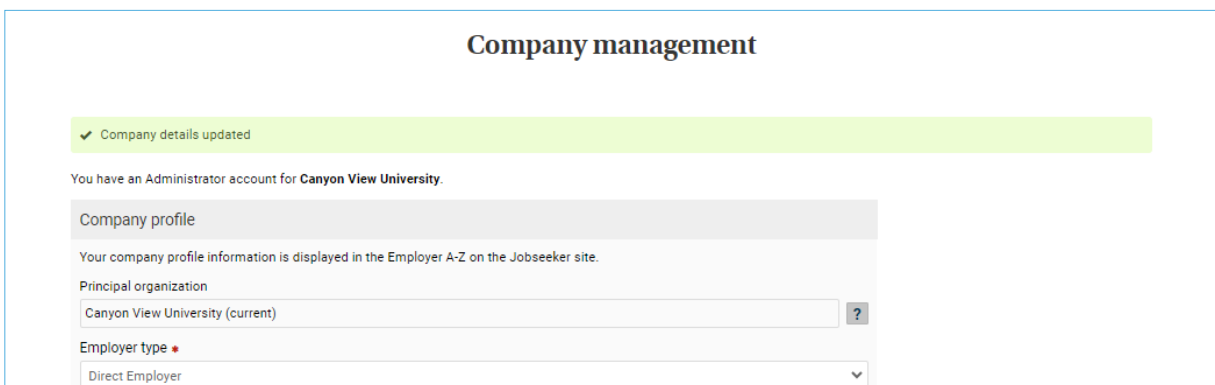
The screenshot shows a form titled "Company logo". On the left, there is a dashed box with an upload icon and the text "Drag and drop files here or click to select files". To the right of this box is a preview of the Canyon View University logo. Below the upload area, there are three input fields: "Title" (a dropdown menu with a minus sign), "First name" (a text box with placeholder "[Name of]"), and "Last name" (a text box with placeholder "[User]").

4. Once you've uploaded your company logo, you can review and make changes to the billing information for your account.



The screenshot shows a form for updating billing information. It includes the following fields: "Title" (dropdown), "First name" (text box), "Last name" (text box), "Billing email address" (text box with value "jobs@canyonview.edu"), "Billing address line 1" (text box with value "1255 23rd St NW"), "Billing address line 2" (text box with value "#700"), "City" (text box with value "Washington"), "State" (text box with value "DC"), "Zip code" (text box with value "20037"), "Country" (dropdown menu with value "United States"), "Telephone number" (text box with value "202-466-1050"), and "Website" (text box with value "canyonview.edu"). A green "Save details" button is located at the bottom right of the form.

5. Click the green 'Save details' button in the bottom right to complete any updates you've made to your account profile.



The screenshot shows the "Company management" page. At the top, there is a green notification bar that says "Company details updated". Below this, there is a message: "You have an Administrator account for Canyon View University." The main content area is titled "Company profile" and contains the following information: "Your company profile information is displayed in the Employer A-Z on the Jobseeker site." Under "Principal organization", there is a dropdown menu with "Canyon View University (current)" selected and a question mark icon. Under "Employer type", there is a dropdown menu with "Direct Employer" selected.

C

II. Creating Your Job Ad



II. Creating Your Job Ad

Now that you've completed the account setup process, it's time to post your first job ad. Let's dive in!

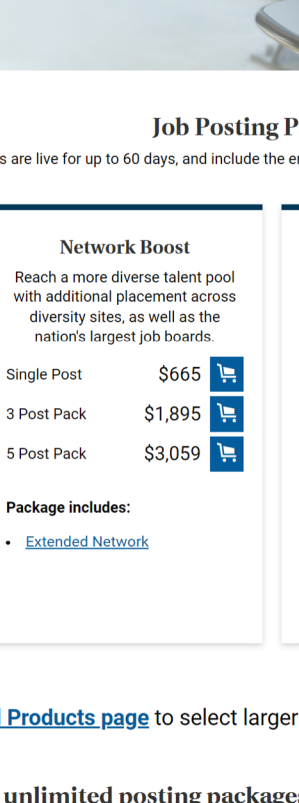
THE CHRONICLE OF HIGHER EDUCATION **HIRE** [Why post with The Chronicle?](#) [Place a print ad](#) [Cart: 0](#) [Orders](#)

[POST A JOB](#) [YOUR JOBS](#) [ALL PRODUCTS](#) Canyon View University [Name of User] Sign out

High-Quality Candidates. Proven Results.

Get started with a Basic Job Posting
Includes employer logo and ad performance metrics

\$435 [Post A Job Now](#)



Job Posting Packages.

All ads are live for up to 60 days, and include the employer logo and ad performance metrics.

Basic Job Posting	Network Boost	High Visibility	Premium Exposure
Get started with a Basic Job Posting.	Reach a more diverse talent pool with additional placement across diversity sites, as well as the nation's largest job boards.	Increase your visibility by reaching our highly engaged newsletter subscribers.	Best for hard-to-fill or high-level positions.
Single Post \$435	Single Post \$665	Single Post \$665	Single Post \$935
3 Post Pack \$1,240	3 Post Pack \$1,895	3 Post Pack \$1,895	3 Post Pack \$2,665
5 Post Pack \$2,001	5 Post Pack \$3,059	5 Post Pack \$3,059	5 Post Pack \$4,301
Package includes: <ul style="list-style-type: none">Employer logoAd performance metrics	Package includes: <ul style="list-style-type: none">Extended Network	Package includes: <ul style="list-style-type: none">The Chronicle's Daily NewsletterSponsored Job	Package includes: <ul style="list-style-type: none">Extended NetworkThe Chronicle's Daily NewsletterSponsored JobTop Job

[Visit the All Products page](#) to select larger packages of 10 and 15 job postings.

Contact us for unlimited posting packages, custom package sizes, or print ads.

<h4>Unlimited Posting Packages</h4> <p>Post as many online job ads as you want at one fixed price tailored to your institution, with the option to automatically post your ads.</p> <p>Valid for 12 months.</p> Contact Us	<h4>Need something different for your hiring needs?</h4> <p>Contact us for options that work for your organization.</p> Contact Us	<h4>To purchase a print ad, visit hire.print.chronicle.com</h4> <p>Line and display ads appear one time in the Careers section of The Chronicle of Higher Education's bi-weekly print edition.</p> Purchase Print
--	--	---

To post a job ad, you first need to select the Job Ad package you want to use. In this case, we'll select a single Basic Job Posting.

1. Click on the blue cart icon next to the desired job ad type.

Job Posting Packages.
All ads are live for up to 60 days, and include the employer logo and ad performance metrics.

Package	Description	Single Post	3 Post Pack	5 Post Pack	Package includes:
Basic Job Posting	Get started with a Basic Job Posting.	\$435	\$1,240	\$2,001	• Employer logo • Ad performance metrics
Network Boost	Reach a more diverse talent pool with additional placement across diversity sites, as well as the nation's largest job boards.	\$665	\$1,895	\$3,059	• Extended Network
High Visibility	Increase your visibility by reaching our highly engaged newsletter subscribers.	\$665	\$1,895	\$3,059	• The Chronicle's Daily Newsletter • Sponsored Job
Premium Exposure	Best for hard-to-fill or high-level positions.	\$935	\$2,665	\$4,301	• Extended Network • The Chronicle's Daily Newsletter • Sponsored Job • Top Job

2. This will take you to Step 1 of the job ad creation workflow, where you'll add a Job title and Location.

1. Your Job

Did you know that previous jobs are available as templates?

[Choose a template](#)

Job title * 100 characters left

+ [Add a job reference](#)

Location *
Select up to 2 locations for your job.
This will be used for search categorization and job alerts. It won't be shown in your vacancy

[Next](#)

- a. **Job title:** A brief marketing statement that encourages job seekers to view the full job vacancy.
- b. **Add a job reference (optional):** If you use reference codes for tracking employment opportunities, click the link to display the field and enter your code.
- c. **Location:** Where the job you're advertising will be located. As you type, a list of matching locations is displayed. Please select a location from the list.

Note: Once completed, you will see the information displayed on the page.

1. Your Job

Did you know that previous jobs are available as templates?

[Choose a template](#)

Job title * 77 characters left

Professor of Seismology

[+ Add a job reference](#)

Location *

Select up to 2 locations for your job.
This will be used for search categorization and job alerts. It won't be shown in your vacancy

Add another location...

Selected

Washington D.C. x

[Next](#)

Note: After you've created a few different job ads for your institution, your settings will be automatically saved as a template. You can select any previously created job ad template using the green Choose a template button.

- Click the green Next button in the bottom right. You'll see the completed information for each step above the section you're currently working on.

✓ 1. Your Job	Professor of Seismology Washington D.C.	Edit	Total:
----------------------------	--	----------------------	--------

- In Step 2, you'll add a Job description and Job summary.

2. Description

This information will be displayed in your vacancy

Job description *

B I U I_x | [Rich Text Editor Icons]

Job Summary

A short summary of the job that will appear in search results.
If you choose not to write a summary, we will use the first 150 characters of the Job Description.

- a. **Job description:** This is the information job seekers will see when they click on the job vacancy. Tell your potential new employee everything they need to know about the job, such as responsibilities, academic programs relevant to the position, accreditations and rankings for your institution, student body data, and the culture and values of your institution. This is your opportunity to showcase your institution's value and how it would benefit job candidates.
- b. **Job summary (optional):** The summary is limited to 150 characters and displays below your job ad when it appears on search result pages. Use this summary text to increase the likelihood that a job seeker will click through to see the details of your job. Make sure you pull them in with something enticing. If you choose not to utilize the summary, the first 150 characters of your job description will be used. You'll want to ensure that the text makes sense when truncated.

Once you've entered this information, proofread your description and summary to make sure it is formatted correctly. You can also edit a live ad under the Your Jobs tab after it has been published.

5. Click the green **Next** button to proceed.

The screenshot shows a job posting creation interface. At the top, there is a progress bar with two steps: '1. Your Job' (completed) and '2. Description' (active). The job title is 'Professor of Seismology' and the location is 'Washington D.C.'. The total cost is \$435.00. The '2. Description' step includes a rich text editor for the job description and a text area for the job summary. A 'Next' button is located at the bottom right. A light blue callout box provides instructions on using simplified HTML for the best display and rendering experience.

6. In Step 3, you'll add specific details about your job posting. Job seekers will see this information on the job vacancy overview after they click on your job ad.
 - a. **Salary description:** The salary or a description of the salary you plan to offer for this position (e.g., "\$85,000 annually" or "Commensurate with experience").
 - b. **Location description:** If you want to add more information about the location of this position, you can do so here. Otherwise, this information will automatically be pulled from the Location you entered in Step 1.
 - c. **Company:** This is automatically populated from your Company profile.
 - d. **Logo:** This is automatically populated from your Company profile if it was provided. If it's not part of your Company profile or you want to override the logo in your profile for this specific job ad only, you can do so in this step.

3. Job Details

These job details will appear in your vacancy

Salary description * 82 characters left

Location description * 84 characters left

Company
Canyon View University will be displayed in your vacancy.
Are you posting a job on behalf of someone? [Add an alternate employer name](#)

Alternate employer name 56 characters left

Logo
This is the logo that will appear in your job vacancy

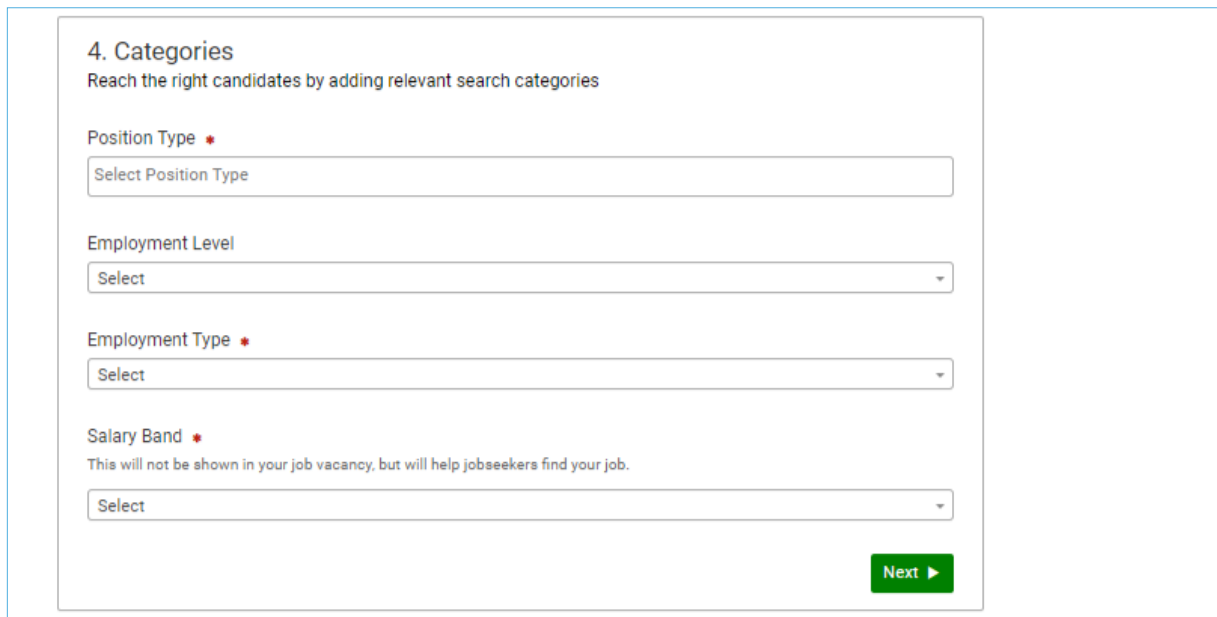
Canyon View University

[Next ▶](#)

7. Once you've entered the requisite information, review your inputs and click the green Next button in the bottom right to proceed.

Note: You will see the option to add an alternate employer name under the Company section of this page. That is used primarily by agencies and executive search firms and will be covered in the next section.

8. Next, you'll select Categories for your job ad. Categories are designed to improve your relevancy on the search results page and will be used when job seekers are searching or browsing for jobs on the job board.



4. Categories
Reach the right candidates by adding relevant search categories

Position Type *

Select Position Type

Employment Level

Select

Employment Type *

Select

Salary Band *

This will not be shown in your job vacancy, but will help jobseekers find your job.

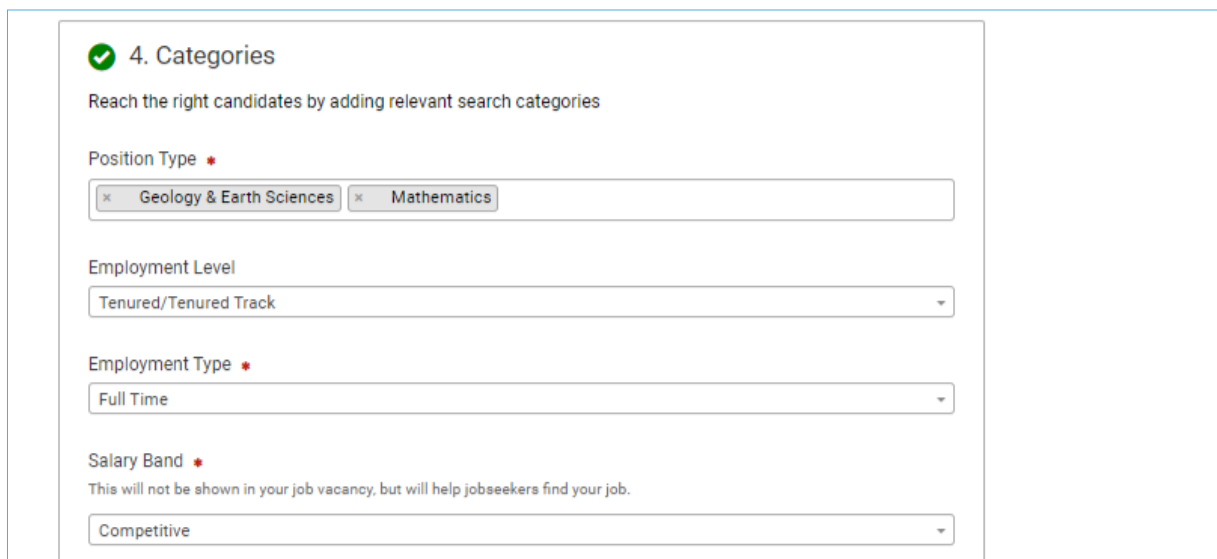
Select

Next ▶

- a. **Position type:** The position type that best matches your Job title. This helps search results sort your job ad correctly.

Note: For Position type, you can select multiple options if they apply to this position, which will help us better categorize your job ad for potential job seekers.

- b. **Employment level:** Select the appropriate employment level for your position from these choices: Adjunct, Administrative, Executive, Fellowship, Non-Tenured Track, Post-Doc, Tenured/Tenured Track.
- c. **Employment type:** Define whether your position is full time or part time.
- d. **Salary band:** The salary band or description that best matches the salary for this position.



4. Categories
Reach the right candidates by adding relevant search categories

Position Type *

Geology & Earth Sciences Mathematics

Employment Level

Tenured/Tenured Track

Employment Type *

Full Time

Salary Band *

This will not be shown in your job vacancy, but will help jobseekers find your job.

Competitive

9. In Step 5, you will choose how you wish to receive applications for this job ad and define the posting schedule.

The screenshot shows a form titled "5. Settings". Under the heading "How you will receive applications? *", there are four radio button options: "By email", "Stored in 'Your jobs' only (no emails)", "Via a company website" (which is selected), and "Offline (only show contact information)". Below this is a section "Redirect the user to the following url" with a text input field containing "e.g. yourdomain.com/careers" and a checkbox labeled "Do not validate the format of my external url, I know it is correct".

- a. **By email:** All applications will be sent to the email you specify here.
- b. **Stored in 'Your jobs' only (no emails):** You will be able to access applications and application information in the "Your Jobs" section of your account on hire.chronicle.com.
- c. **Via a company website:** Applicants will be redirected to a website that you specify here to complete their application (e.g., www.university.edu).
- d. **Offline (only show contact information):** You'll provide a name and telephone number for applicants to contact and apply.

Choose the best option for your team. Once you've defined this information, select the publish date for this job ad to be live on the job board. By default, all jobs you create will start the publishing schedule on the day you create the job ad. If you wish to make changes to those dates, click on *Edit Date* and select the dates you wish the job ad to appear on *The Chronicle's* job board. You can select a future date, up to 14 days in advance, for your ad to be published.

The screenshot shows a form titled "When your job will be published". It states "Your job will be live from January 1, 2099 to February 28, 2099." Below this, there are two sections: "From" and "To". Each section has a date input field, a dropdown for the month, and a dropdown for the day. The "From" section shows "January 1, 2099", "15", and "29". The "To" section shows "February 28, 2099", "23", and "59". A green "Next" button with a right-pointing arrow is located at the bottom right of the form.

Note: All job ads on jobs.chronicle.com run for 60 days. If you wish to select multiple run schedules, you will need to complete the ad creation process and copy it. Then, you can add a different schedule for each separate job ad.

10. After selecting your publishing schedule, click the green Next button to move forward to the next step.

11. In Step 6, you will have the option to choose additional upgrades for your job ad. To do so, check the checkbox to the left of the upgrade you wish to purchase.

Upgrade Name	Description	Price
<input type="checkbox"/> TOP JOB	Placement in a prominent section on Chronicle.com's home page and on jobs.chronicle.com.	\$258.00
<input type="checkbox"/> SPONSORED JOB	Appear as one of the first three jobs seen on job.chronicle.com's job board search results.	\$125.00
<input type="checkbox"/> WEBSITE LINK		\$0.00
<input type="checkbox"/> ACADEME TODAY	One-time placement in Academe Today. Reach 500,000+ Academe Today subscribers, including Presidents... Read more	\$200.00
<input type="checkbox"/> YOUR CAREER	The weekly newsletter dedicated to serving career management needs of higher ed professionals	\$150.00
<input type="checkbox"/> EXTENDED NETWORK	NEW & EXPANDED. Receive 6x more views than a Basic Job Posting when your job ad is placed on over 30... Read more	\$230.00
<input type="checkbox"/> IT NETWORK	Gain an edge in reaching specialized, in-demand candidates in this highly competitive field through ... Read more	\$199.00
<input type="checkbox"/> MEDICAL NETWORK	Attract highly-skilled candidates by distributing your job posting through our network of targeted j... Read more	\$199.00

[Select All](#)

[Save and Continue](#)

You will have the option to choose different upgrades for your job ad depending on the target job seeker you are trying to reach. There are even more upgrades to choose from, and you can learn more in the [Appendix](#).

- a. **Website Link:** This free-of-charge upgrade lets you add a link to your institution's website in the body of your job ad. We recommend this for all job ads.
- b. **Your Career:** Cross-post your job ad in the Your Career newsletter, which is dedicated to serving the career management needs of higher-ed professionals in our network.
- c. **IT Network:** Gain an edge in reaching specialized, in-demand candidates in this highly competitive field through *The Chronicle's* targeted IT job sites.
- d. **Medical Network:** Attract highly skilled candidates by distributing your job ad through our network of targeted job sites covering the rapidly growing health and medical fields.

12. Once you've selected the upgrades you want, click the green Save and Continue button in the bottom right to save your job ad and move on to the final step for purchase.

13. Once you've saved your job ad posting, you'll be taken to your cart. To edit your job ad before completing the purchase, click on the job title in your [cart](#).

On the edit page, you can modify any detail of your job ad, upload supporting materials, and add upgrades.

To add additional documentation to your job ad, just click the Supporting documents tab under the green *Save changes* button in the top right.

This is a great way to gather the information your team needs to process incoming applications. You'll have the option to add the following documentation:

- **Application form:** If your institution requires a specific application form to process incoming applications, you can add that form here as any of the listed file types.
- **Additional support document:** If you wish to include additional documentation on your job vacancy, you can add those documents here. This might include more specific job responsibilities, benefits information, etc.

Note: *The Chronicle* uses FileChooser to upload those documents to your job ad.

Select the Upgrades tab to add or remove upgrades that are not already included in your job ad package.

To continue editing job details, click the Edit job tab on the left. When you save your changes, you'll have an opportunity to Preview the job to see your updates.

The screenshot shows the 'Edit job' interface. At the top right, there is a green 'Save changes' button. Below it, there are two tabs: 'Supporting documents' (which is active) and 'Upgrades'. The main content area is titled 'Edit job' and contains the following text: 'This section is optional. Supporting documents will appear as download links in the job vacancy.' There are two document upload sections. The first is 'Application form', which has a 'Choose a file' button and a list of supported file types: (.doc, .pdf, .docx, .txt, .rtf with a file size of less than 1MB). The second is 'Additional support document', which also has a 'Choose a file' button and the same list of supported file types.

When you're finished editing your job ad, you are ready to move on to finalization and payment.

C

III. Finalizing Your Job Ad & Payment Options



III. Finalizing Your Job Ad & Payment Options

Once you've made your changes and uploaded the requisite support documentation, it's time to process your payment for this job ad. To do that, click the green *Checkout* button on the bottom right of the cart page:

Your cart 1

Professor of Seismology	Basic Job Posting	\$435.00	Remove
-------------------------	-------------------	----------	--------

Add a job

Discount code

Subtotal \$435.00

Total \$435.00

If you would like to pay via invoice, please contact jobs@chronicle.com so we can approve your account to do so. Once approved, you will see both "Pay via invoice" and "Pay online" as options on this page.

Review your order and pay
Order reference: CAN_00040934

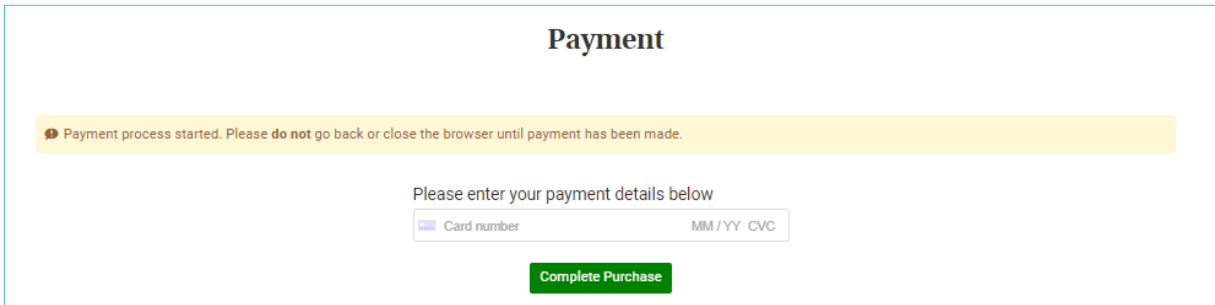
Professor of Seismology	Job posting	\$435.00
-------------------------	-------------	----------

Subtotal \$435.00

Total \$435.00

a. Paying by Credit Card

The *Pay online* option will take you to a page where you can enter your credit card details and complete the purchase.



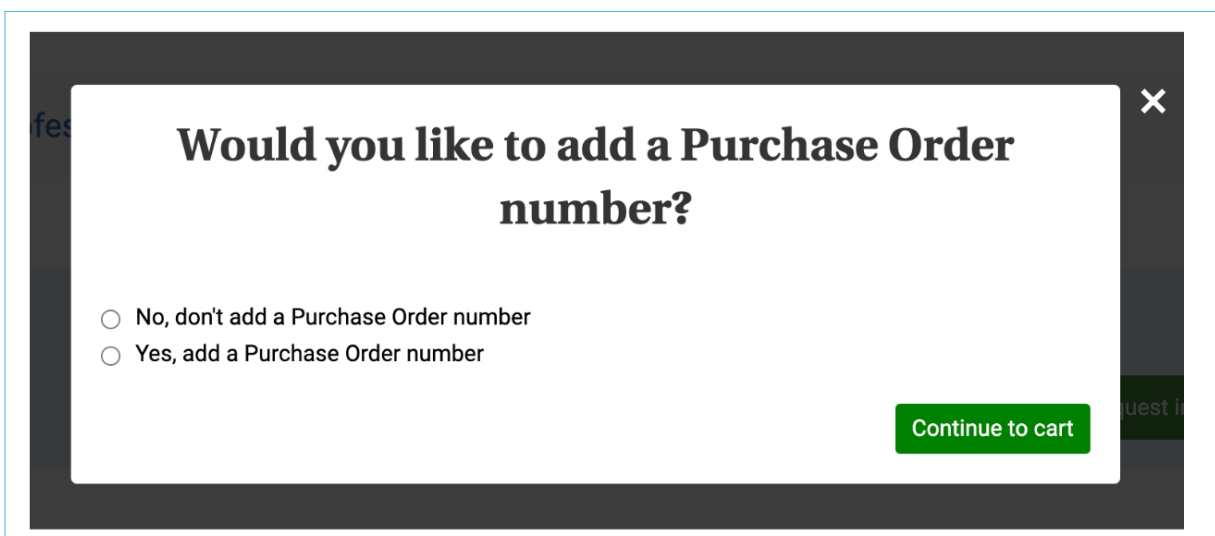
The screenshot shows a 'Payment' page with a yellow notification bar at the top stating 'Payment process started. Please do not go back or close the browser until payment has been made.' Below this, there is a prompt 'Please enter your payment details below' followed by input fields for 'Card number' and 'MM / YY CVC'. A green 'Complete Purchase' button is located at the bottom of the form.

Congratulations! You've successfully completed your purchase and will now see this job under the [Your Jobs](#) page in the top left of the account dashboard.



b. Paying by Invoice

Selecting *Request invoice* will take you to a page that asks whether or not you wish to include a Purchase Order number with your invoice.



The screenshot shows a modal dialog with a white background and a dark grey border. The title is 'Would you like to add a Purchase Order number?'. There are two radio button options: 'No, don't add a Purchase Order number' and 'Yes, add a Purchase Order number'. A green 'Continue to cart' button is located at the bottom right of the dialog. A close button (X) is in the top right corner.

Once you've generated the invoice, you will have the option to download or print the order for your records.

✓ Invoice Issued

✓ Any jobs, upgrades or candidates where you had a credit will be live within 15 minutes.

Order: TESTING UNIVERSITY_00035117
Requested: Oct 09, 2023 12:17
Issued: Oct 09, 2023 12:17

Professor of Seismology	Job posting	\$435.00
Subtotal		\$435.00
Total		\$435.00

New jobs

- Adjunct Art History Professor

[View all your jobs](#)

[Download order](#) [Print order](#)

Congratulations! You will receive an invoice directly to the billing contact address on file for your account and can see your job under the Your Jobs section of the account.

Your jobs 1

Keywords Status Live [Filter](#)

Jobs selected: 0 [Upgrade](#) [Expire](#) Filter by: [All Jobs](#) | [My Jobs](#)

Sort by: [Created](#) | [Expiring](#) | [Recent applications](#)

Select All	Title	Location	Status	Period	Views	Applications	Actions
<input type="checkbox"/>	Professor of Seismology	Washington, D.C.	Live	Dec 21, 2023 Feb 19, 2024	0	0	Upgrade Expire

C

IV. Managing and Tracking Ads via Your Jobs



IV. Managing and Tracking Ads via Your Jobs

Once your job ad has been placed, you retain full control over editing, upgrading, and renewing/reposting via the Your Jobs tab.

Editing:

To edit your live ad, click on its title:

The screenshot shows the 'Your jobs' dashboard with a table of job ads. A blue arrow points to the title 'Professor of Seismology' in the table. The table has columns for Select All, Title, Location, Status, Period, Views, Applications, and Actions. The row for 'Professor of Seismology' shows 9 views and 2 applications.

Select All	Title	Location	Status	Period	Views	Applications	Actions
<input type="checkbox"/>	Professor of Seismology	Washington, D.C.	Live		9	2	Upgrade Expire

For all live ads, this page allows you to modify any piece of information you submitted during the posting process. You can also Upgrade your ad, Copy it to renew a posting or post a similar role, and Expire ads you are no longer hiring for.

The screenshot shows the 'Professor of Seismology' job ad edit page. The page displays the job title, applications (2), and views (9). It includes a 'Save changes' button and a 'Preview this job' button. The page also shows the product, status, duration, and upgrades for the job ad.

Product: Basic Job Posting
Status: Live
Duration: Display logo on listing
Upgrades: Display logo on listing

Copy | Upgrade | Expire

Save changes

Edit job | Supporting documents | Upgrades

Preview this job

Job title: Professor of Seismology (77 characters left)

Job reference: (50 characters left)

Note: Any job ad edits can take up to 15 minutes to appear on jobs.chronicle.com. If you experience any issues editing, upgrading, or renewing your ad(s), please email jobs@chronicle.com from the email that you use to log in to hire.chronicle.com, and a representative will assist you as soon as possible.

Reposting/Renewing:

Once a job ad has expired, the Your Jobs tab will display an option to repost the job ad.

1. Click **Repost** in the right column to create a copy of your original job ad so that you can modify any information for its new publication date and duration.
2. If you need to extend or renew a job ad that is currently live, click on its title, then click **Copy** and set a new publication date and duration to begin after your current ad expires.

Professor of Seismology

✓ This is an exact copy of the selected job ad, including product type. Make sure you update any changes before publishing.

Edit job Supporting documents

Selected product: **Basic Job Posting** View all products Preview this job

Job title * 77 characters left
Professor of Seismology

Job reference 50 characters left

Publication date and duration
All times are displayed in Eastern Time (ET). *
Your job will be live from Dec 01, 2099 to March 01, 2099.

From To
December 1, 2099 11 24 March 1, 2099 23 59

3. Then click **Save** and continue to proceed to this pre-checkout page:

Professor of Seismology

✓ Your job vacancy has been saved

Add supporting documents or Save and continue

Edit job Supporting documents Upgrades

✓ Your job is now saved Preview this job Continue editing

4. Click **Save** and continue again, add any desired upgrades, and then click **Continue to cart**:

Upgrade your advert for better visibility

<input type="checkbox"/> Top Job	\$258.00	Placement in a prominent section on Chronicle.com's home page and on jobs.chronicle.com.
<input type="checkbox"/> Sponsored Job	\$125.00	Appear as one of the first three jobs seen on job.chronicle.com's job board search results.
<input type="checkbox"/> Website Link	\$0.00	
<input type="checkbox"/> Academe Today	\$200.00	View Description
<input type="checkbox"/> Your Career	\$150.00	The weekly newsletter dedicated to serving career management needs of higher ed professionals
<input type="checkbox"/> Extended Network	\$230.00	View Description
<input type="checkbox"/> IT Network	\$199.00	View Description
<input type="checkbox"/> Medical Network	\$199.00	View Description

[Continue to cart](#)

5. Once you are in your cart, you should see your renewed ad's job title and price. Click **Pay online** and continue through the payment steps. Your job ad will have a status of **Awaiting Release** until it goes live on the date you specified:

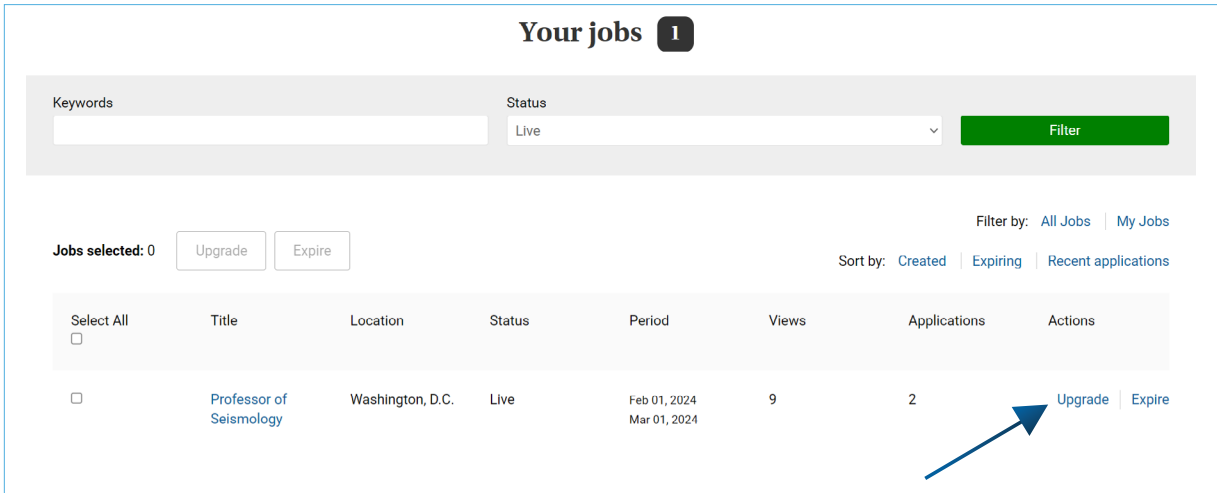
Professor of Seismology	Job posting	\$435.00
		Subtotal \$435.00
		Total \$435.00

[Pay online](#)

[Cancel this order](#)

Upgrading:

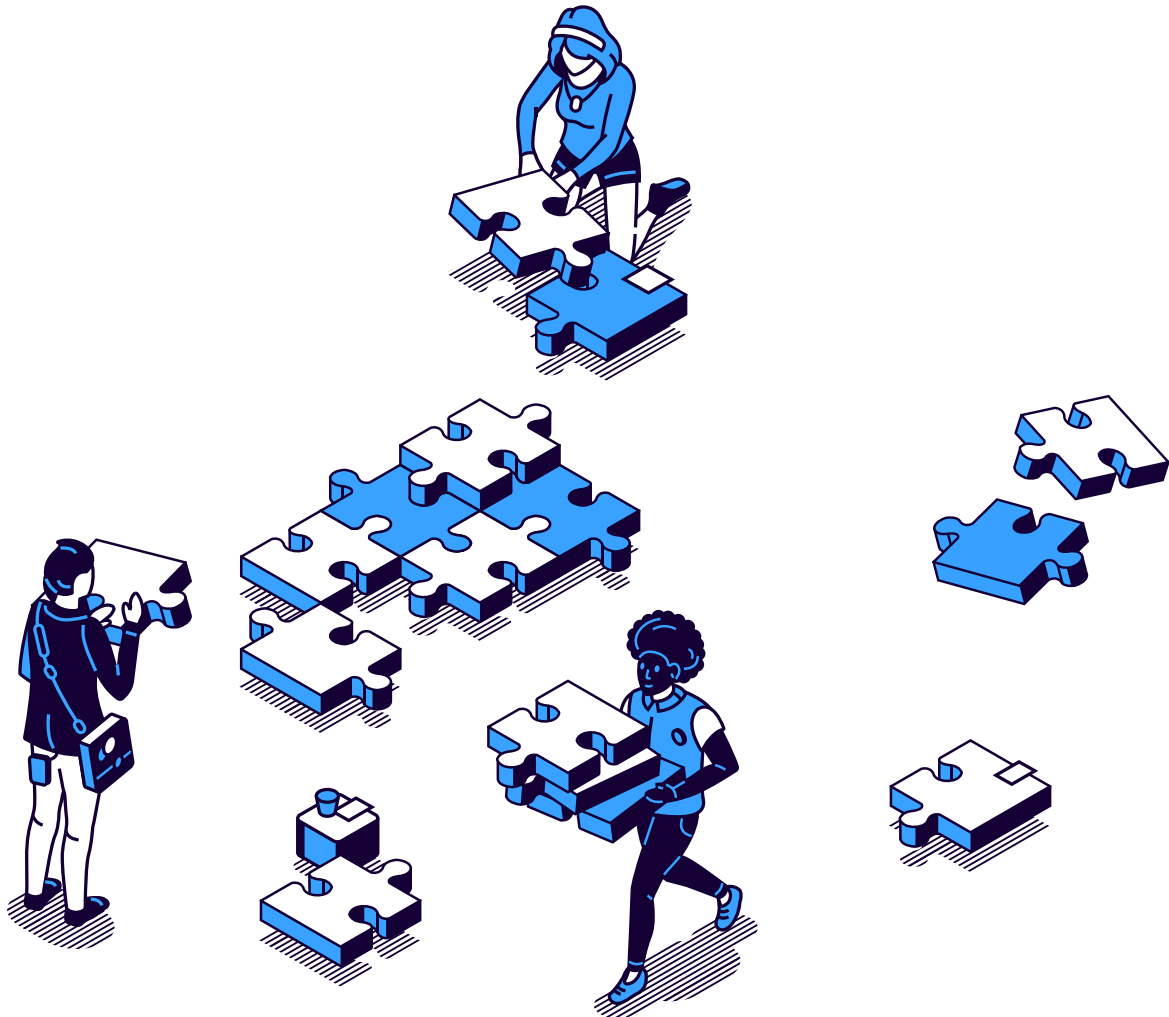
To upgrade your live ads, click **Upgrade**:



The screenshot shows a user interface titled "Your jobs" with a notification badge "1". It includes a search bar for "Keywords", a "Status" dropdown menu set to "Live", and a green "Filter" button. Below the search bar, there are buttons for "Jobs selected: 0", "Upgrade", and "Expire". To the right, there are options for "Filter by: All Jobs | My Jobs" and "Sort by: Created | Expiring | Recent applications". A table lists job details with columns: "Select All", "Title", "Location", "Status", "Period", "Views", "Applications", and "Actions". One job is listed: "Professor of Seismology" in "Washington, D.C." with "Live" status, a period from "Feb 01, 2024" to "Mar 01, 2024", 9 views, and 2 applications. The "Actions" column for this job has "Upgrade" and "Expire" buttons, with a blue arrow pointing to the "Upgrade" button.

Select All	Title	Location	Status	Period	Views	Applications	Actions
<input type="checkbox"/>	Professor of Seismology	Washington, D.C.	Live	Feb 01, 2024 Mar 01, 2024	9	2	Upgrade Expire

Select the desired upgrade(s) and click **Continue** to cart to proceed with checkout.





V. Troubleshooting Tips & Tricks

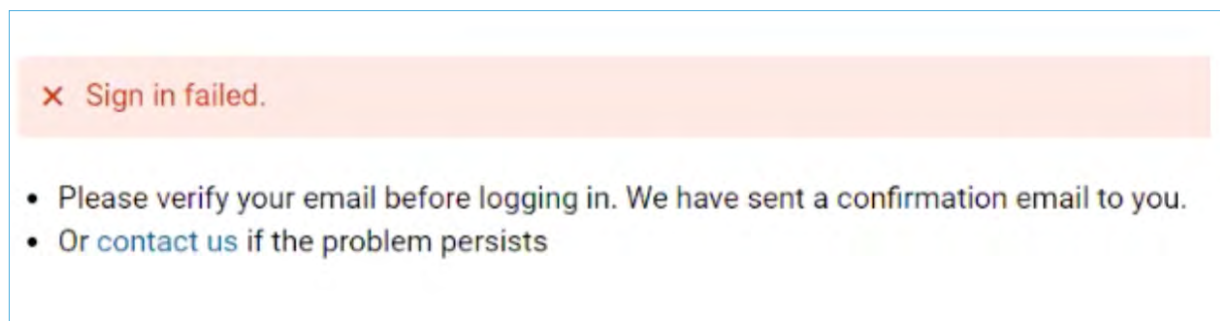


V. Troubleshooting Tips & Tricks

We endeavor to provide the best possible experience when creating and publishing job ads on our site. However, if you encounter any issues, please consult the troubleshooting tips below or email customer support at jobs@chronicle.com, and we will get back to you as soon as possible.

Confused about logging in for the first time?

When you first sign up for an account, you may receive a “Sign in failed.” error.

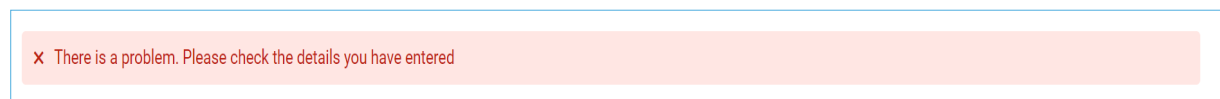


This just means you’ve not yet confirmed your email address. Once you have confirmed your email address, you will be able to log in without this error.

To proceed with logging in, you’ll need to confirm your email address.

HTML trouble when creating your job description?

Our system only accepts certain simplified HTML to create uniformity across our job board. This means that you will receive an error if there are nonstandard HTML tags included in your Job description. When that occurs, you’ll receive an error when trying to click **Save and continue** on the final step of job ad creation.



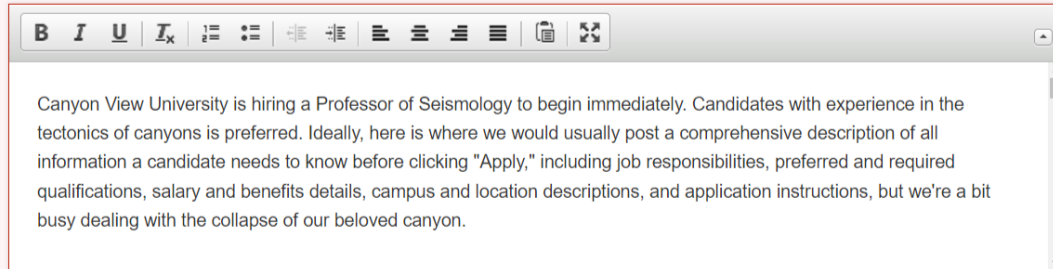
When you see this error, there is something wrong with Step 2 of the process.

The error message in Step 2 says, **“Some unapproved HTML tags have been removed from this field. Please review before proceeding.”** That means there were issues with copying and pasting your job description into our system.

✓ 2. Description

This information will be displayed in your vacancy

Job description *



Canyon View University is hiring a Professor of Seismology to begin immediately. Candidates with experience in the tectonics of canyons is preferred. Ideally, here is where we would usually post a comprehensive description of all information a candidate needs to know before clicking "Apply," including job responsibilities, preferred and required qualifications, salary and benefits details, campus and location descriptions, and application instructions, but we're a bit busy dealing with the collapse of our beloved canyon.

Some unapproved HTML tags have been removed from this field. Please review before proceeding.

Job Summary

A short summary of the job that will appear in search results.

If you choose not to write a summary, we will use the first 150 characters of the Job Description.

Canyon View University is hiring a Professor of Seismology to begin immediately. Candidates with experience in the tectonics of canyons is preferre...

Next ▶

To resolve this issue, please make sure that you're only using a plain text editor to write the job description or copy and paste your content into a plain text converter like [ConvertCase](#) to strip out any nonstandard HTML tags. If you're having difficulty determining what is causing these issues or are new to HTML formatting and tags, don't hesitate to reach out to our team for help.

Throughout this guide, you've learned everything there is to know about creating and managing job ads on [hire.chronicle.com](#). We appreciate you choosing *The Chronicle* for your recruitment needs. If you have any additional questions, please reach out to our support team.

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VI. Entering Job Details as an Agency or Executive Search Firm



VI. Entering Job Details as an Agency or Executive Search Firm

If you're posting job ads as an agency partner or executive search firm, there are a few things you need to keep in mind.

You will need to contact us to set up your account

The account setup process is different for agency and executive search firm users. First, you need to reach out to a member of our support team so they can designate your account as a different Employer Type.

Please skip this page if:

- You represent an agency or search firm
- You need access to job posting credits purchased by someone else


Instead, please contact support for assistance.

When you sign up as a new user, this pop-up will notify you of this difference and provide a direct link to our support team for help.

Job Details will require additional inputs

In Step 3 of the job ad creation process, you'll have the option to designate the company for which you're posting this ad. You do this by clicking **Add an alternative employer name**.

As an agency or executive search firm, you'll need to add your client's name here:

 **3. Job Details** [Close](#)

These job details will appear in your vacancy

Salary description * 62 characters left

Location description * 85 characters left

Company


TESTING UNIVERSITY will be displayed in your vacancy.


Are you posting a job on behalf of someone? [Add an alternate employer name](#)

Alternate employer name 100 characters left


Logo

This is the logo that will appear in your job vacancy

Drag and drop files here or click to select files



UNIVERSITY
YOUR FUTURE

[Next](#) 

Note: Your alternate employer name must be 100 characters or fewer.

Please keep in mind that when you add an alternate employer name, this will be the name that appears to job seekers when they encounter your ad on our job board. Also, the ad will not appear on your [employer A-Z page](#) (the page where job seekers can see all posted job ads for any given institution).

If you regularly post on behalf of another company and want the job to appear on both your and the employer's A-Z page, please contact our support team at jobs@chronicle.com, and we can add this employer to your list of associated companies. That will ensure your job vacancy will appear on both employer A-Z pages, which boosts exposure for your job ad.

Note: When you're posting on behalf of another company, make sure to select the right application method in Step 5. It's important to route all communications to the individual best suited to follow up with applicants.

✓ 5. Settings [Close](#)

How you will receive applications? *

By email

Stored in 'Your jobs' only (no emails)

Via a company website

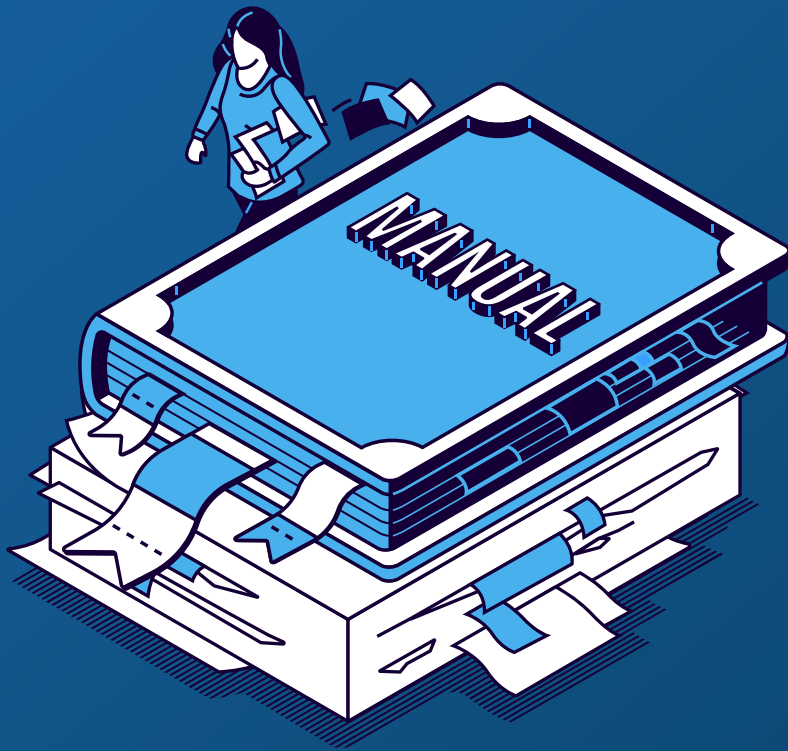
Offline (only show contact information)

Send the applications to

Great! Now you know how to post on behalf of clients as an agency or executive search firm.



I. Appendix



I. Appendix

Available Job Posting Packages & Upgrades

Before you can start the process of posting a job ad, you'll need to select a Job Posting Package. In this section, we'll cover what's included in each package and the benefits for your institution. Please keep in mind that each job ad package can be purchased as a single job posting or in a multi-pack, ranging from 3 job postings up to 15 job postings.

Job Posting Packages.			
All ads are live for up to 60 days, and include the employer logo and ad performance metrics.			
Basic Job Posting Get started with a Basic Job Posting.	Network Boost Reach a more diverse talent pool with additional placement across diversity sites, as well as the nation's largest job boards.	High Visibility Increase your visibility by reaching our highly engaged newsletter subscribers.	Premium Exposure Best for hard-to-fill or high-level positions.
Single Post \$435	Single Post \$634	Single Post \$665	Single Post \$935
3 Post Pack \$1,240	3 Post Pack \$1,807	3 Post Pack \$1,895	3 Post Pack \$2,665
5 Post Pack \$2,001	5 Post Pack \$2,916	5 Post Pack \$3,059	5 Post Pack \$4,301
Package includes: <ul style="list-style-type: none">• Employer logo• Ad performance metrics	Package includes: <ul style="list-style-type: none">• Extended Network	Package includes: <ul style="list-style-type: none">• The Chronicle's Daily Newsletter• Sponsored Job	Package includes: <ul style="list-style-type: none">• Extended Network• The Chronicle's Daily Newsletter• Sponsored Job• Top Job

For a complete overview of our offerings, please visit the [All Products Page](#). We'll provide an overview of what's included in each package here as well, starting with Basic Job Posting.

a. Basic Job Posting

This is *The Chronicle's* standard job ad posting package. This package is designed to help you source the best talent in higher ed with an online job posting on our job board and includes:

- **60-day online ad:** Includes two complimentary categories to improve your ad's visibility in searches.
- **Instantaneous exposure:** Post your job in minutes and start receiving qualified candidates the same day.
- **Manage your ads:** Edit your ad at any time, including adding an enhancement and tracking views, shares, and clicks to apply.

b. Network Boost

This is *The Chronicle's* new and expanded job ad posting package. This package is designed to help you diversify your talent pool with additional placement for your ad on diversity-targeted sites. Our Network Boost package includes:

Everything above, plus:

- **Extended reach awareness:** Attract a more diverse pool of qualified candidates looking for their next career opportunity for your open positions and receive 106x more views than a Basic Job Posting,
- **Diversity-focused job sites:** Job ads will be placed on 30+ diversity-focused job sites (including [DiversityWorking.com](https://www.diversityworking.com), [LatPro.com](https://www.latpro.com), [AfricanAmericanJobsite.com](https://www.africanamericanjobsite.com), [LGBTJobsite.com](https://www.lgbtjobsite.com), and [ProDivNet.com](https://www.prodivnet.com)) for 30 days, as well as programmatically across the nation's largest job boards.

c. High Visibility

Elevate your job ad with prime positioning in search results and placement in our daily newsletter. This package is designed to increase your ad's visibility by reaching our highly engaged active and passive job seekers. Our High Visibility package includes:

Everything included in a Basic Job Posting, plus:

- ***The Chronicle's* Daily Newsletter:** Your ad will appear in *Academe Today*, *The Chronicle's* daily newsletter, reaching 500,000+ subscribers, including Presidents, Deans, Faculty, and Administrators looking for the most up-to-date news and insights in higher ed.
- **Sponsored Job:** Appear as one of the first three jobs seen on [jobs.chronicle.com's](https://jobs.chronicle.com) job board search results.

d. Premium Exposure

This is the best job posting package *The Chronicle* has to offer! This package gives your ad the best chance to succeed with our full line of upgrades already included. This package helps you reach both highly engaged active and passive job seekers throughout *The Chronicle's* network. Our Premium Exposure package includes:

Everything included in the Network Boost and High Visibility packages, plus:

- **Top Job:** Placement in a prominent section on both *The Chronicle's* homepage and [jobs.chronicle.com's](https://jobs.chronicle.com) job board.


e. Upgrades

- **Top Job:** This upgrade shows your job ad in a prominent section of *The Chronicle's* job board. It also includes a call-out box for visual differentiation on the job board search results page:

TOP JOB

Professor of Seismology

- Washington, D.C.
- Competitive Salary
- Canyon View University



Canyon View University is hiring a Professor of Seismology to begin immediately. Candidates with experience in the tectonics of canyons ...


[View details](#) ☆ Save

- **Sponsored Job:** This upgrade shows your job ad in one of the top three places on the job board search results page:

SPONSORED JOB

Professor of Seismology

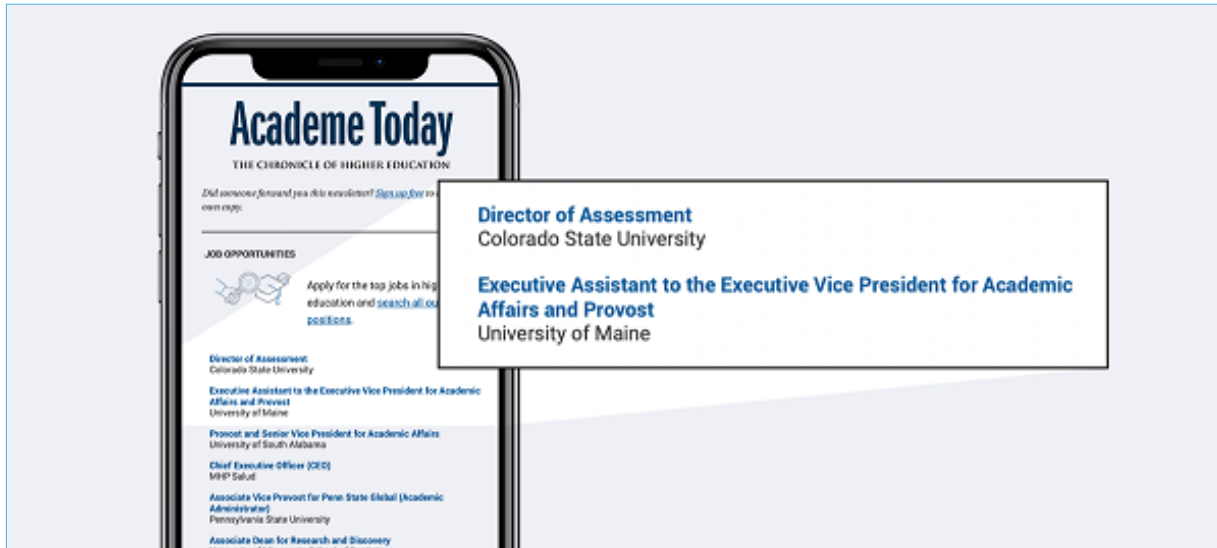
- Washington, D.C.
- Competitive Salary
- Canyon View University



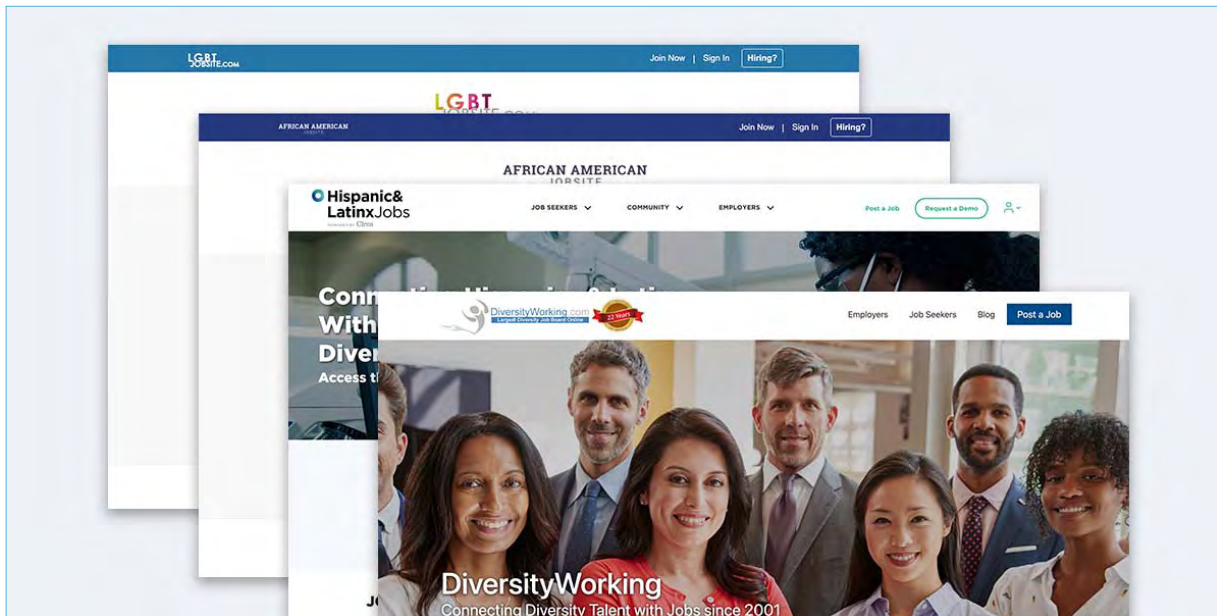
Canyon View University is hiring a Professor of Seismology to begin immediately. Candidates with experience in the tectonics of canyons ...

[View details](#) ☆ Save

- **The Chronicle's Daily Newsletter.** This upgrade offers one-time placement in *Academe Today*, our daily newsletter that reaches 500,000+ subscribers, including Presidents, Deans, Faculty, and Administrators looking for the most up-to-date news coverage in higher education.



- **Extended Network:** This upgrade places your job ad across 30+ diversity-targeted job sites, (including [DiversityWorking.com](https://www.diversityworking.com), [LatPro.com](https://www.latpro.com), [AfricanAmericanJobsite.com](https://www.africanamericanjobsite.com), [LGBTJobsite.com](https://www.lgbtjobsite.com), and [ProDivNet.com](https://www.prodivnet.com)), as well as programmatically across the nation's largest job boards. We've seen ads in the extended network receive 6x more views than a Basic Job Posting.



Questions? We'd be happy to help. Contact us today at jobs@chronicle.com.

THE CHRONICLE
OF HIGHER EDUCATION®

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