



## Guide when communicating BECC job advertisements

The recruitment process within BECC is the same as for other positions at Lund University and University of Gothenburg. However, this guide comes with some extra tips to increase the chances of more candidates with relevant competence applying for BECC-related positions. The guide is partly based on a survey at the 2023 BECC annual meeting which asked the following questions:

- If you were to look for a job position, where would you go searching (for example what channels, networks, recruitment agencies etc.)?
- Are there any, possibly unexpected, places that you think would be fruitful to advertise job openings for BECC-relevant positions (for example in magazines, external newsletters, networks etc.)?
- In your experience, as an employer or as someone looking for a position, does it matter how long the position is advertised for you to apply, or for the ad to get many applicants?
- If you were to write a job advertisement which included becoming a member of BECC, what would you highlight about the research environment?
- Do you have any other tips or input for when communicating and advertising available positions?

### Writing the job advertisement

The maximum length of a job advert is 6500 characters, including standard texts about LU or UGOT and basic information about the position. When writing a job ad within BECC, you should also make room for information about what is unique about BECC. We recommend this text:

“In BECC, you will be part of a long-term effort (since 2010) that brings together excellent research and training at LU and UGOT to address our society's need for knowledge about the dynamics between biodiversity and ecosystem services in a rapidly changing world. With about 300 members, BECC offers an extensive network of potential collaborators from different disciplines. Other benefits include opportunities for seed funding and support of workshops, as well as networking and educational activities on current issues with relevance to our research and society.”

Other value-adding content to post in the advertisements:

- There are a number of films about BECC and different areas of its research that you can use and embed in a job advertisement. Since they do not occupy any characters, much information can fit by embedding films.
  - This is BECC:  
[www.youtube.com/watch?v=WhITkOg83KQ&embeds\\_referring\\_euri=https%3A%2F%2Fwww.becc.lu.se%2F&source\\_ve\\_path=OTY3MTQ&feature=emb\\_imp\\_woyt](https://www.youtube.com/watch?v=WhITkOg83KQ&embeds_referring_euri=https%3A%2F%2Fwww.becc.lu.se%2F&source_ve_path=OTY3MTQ&feature=emb_imp_woyt)
  - Other mini documentaries about our research that might be of relevance:  
[www.becc.lu.se/outreach-and-stakeholder-interaction/mini-documentaries-about-our-research](https://www.becc.lu.se/outreach-and-stakeholder-interaction/mini-documentaries-about-our-research) (contact [therese.ek@cec.lu.se](mailto:therese.ek@cec.lu.se) if you need help embedding the films)
- In general - link to current members activities to have an overview of BECC's profile. Especially if the activities are of relevance to the advertised position. For example, links to projects or the supervisors in Lucris.
- And of course – make sure to provide a link to the BECC website (<https://www.becc.lu.se/>).

### Posting the ad – choosing timing (when) and time (for how long)

There are some things to consider when deciding when and for how long to post the advertisement:



- It might take some time for an advertisement to gain reach. Once the right candidates have seen it, they should also have the time to write a good and thought through application.
- If an advertisement is only posted for a short period of time, people might think that there is already a candidate in mind.
- The timing of publishing the position is relevant. Avoid near holidays, grant proposal deadlines etc.
- Avoid prolonging the ad – you might lose the right candidate.
- A minimum of posting the ad is three weeks for doctoral positions, and two weeks for other positions. However, a couple of weeks longer than that is probably to prefer if you want more relevant candidates to apply.

### Promoting the ad – where?

Your ad will always be automatically posted on the LU or UGOT pages for vacant positions, and at Arbetsförmedlingen and Euraxess.

Below is a list of potential channels to promote your ad – both free of charge and paid channels. Have a look to see if there are any of interest, and talk to your HR-contact and inform the BECC communications officer on what channels you would like to try (of course this does not apply to you own personal channels or networks).

#### Free of charge channels

**LinkedIn and X:** Send the ad, with a picture representing the vacant position, to the BECC communicator and she will make sure it is posted on relevant LinkedIn and X accounts (BECC, CEC etc.). If you have LinkedIn or X yourself, use it to share the ad and ask others to repost.

**Your network:** It might be stating the obvious. But don't forget your own network. Send an e-mail with a link to the ad, and some written highlights about the position, to people or group mailing lists who might know of potential candidates they can forward the advertisement to.

#### *Other free-of-charge websites and mailing lists:*

These websites and mailing lists post job opportunities with relevance to BECC. Look them through to see if any of them are relevant. It might take some time and effort to get your ad published.

#### Websites:

- Gröna jobb: <https://www.gronajobb.se/rekrytera/>
- European Job Market for Environmental and Resource Economists: <https://www.eaere.org/job-market/>
- EURAXESS (obligatory at LU): [https://euraxess.ec.europa.eu/sites/default/files/how\\_to\\_post\\_a\\_job\\_offer\\_in\\_euraxess\\_portal.pdf](https://euraxess.ec.europa.eu/sites/default/files/how_to_post_a_job_offer_in_euraxess_portal.pdf)
- ESA Early Career Ecology Section for younger researchers, but also tenure-track positions: <http://ecoevojobs.net/> (more information: <https://www.esa.org/earlycareer/>)
- Oikos society: <https://nordicsocietyoikos.org/jobs>
- Fluxnet: <https://fluxnet.org/community/opportunities/>
- British Ecological Society: <https://www.britishecologicalsociety.org/learning-and-resources/career-development/job-opportunities/>



#### Mailing lists:

- ES\_JOBS: [https://mailman.ucar.edu/mailman/listinfo/es\\_jobs\\_net](https://mailman.ucar.edu/mailman/listinfo/es_jobs_net)
- MET-JOBS: <https://maillists.reading.ac.uk/scripts/wa-READING.exe?A0=MET-JOBS>
- CLIMLIST: <https://lists.osu.edu/mailman/listinfo/climlist>
- EvolDir mailing list: <https://evol.mcmaster.ca/evoldir.html>
- Earth System Governance Project: <https://www.earthsystemgovernance.org/newsletter/>
- SFEcodiff (French diffusion list): <https://sfecologie.org/sfecodiff/poster/>

#### Paid channels

These are channels that you need to pay for and can help your ad reach even more people from the intended target group.

- Academic positions: <https://academicpositions.com/>
- ResearchGate: <https://www.researchgate.net/jobs/post/u/ExpressCheckoutJobBenefitsStep?wi=65d5fde985d93dc53704d688&wf=u&cs=direct&viewIds%5B0%5D=DUIrutdBDPJGtIPvEhK3HDFH>
- Nature careers: <https://recruiter.naturecareers.com/>
- SULF/Universitetsläraren: <https://universitetslararen.se/wp-content/uploads/2023/12/Prislista-UL-2024.pdf>
- Ecological Society of America: <https://employers.esacareercenter.org/>
- Naturvetarna: <https://www.naturvetarna.se/globalassets/annonser/utgivningsplan-20230101.pdf>
- ProfessorPositions.com: <https://professorpositions.com/>

#### Other tips and tricks

- Avoid unnecessary delays at all steps. Otherwise, strong candidates may accept another position.
- Describe the title to avoid mismatches. For some positions the language we use might not convey how good they are. For example – be clear that:
  - That postdocs are positions not stipends.
  - That PhD-positions have proper salary and vacation, the same benefits as an employee.

It might also be the other way around. For example, applicants might think that “project assistant” is a higher position than it is.

#### Contact

If you need help from a communication officer in any of the steps, please contact BECC’s communications officer [therese.ek@cec.lu.se](mailto:therese.ek@cec.lu.se)