

Job Distribution – CUNY Posted Positions

Spring, 2021

CUNY provides for basic distribution of job posting for all jobs posted through CUNYfirst. It can provide some additional posting at no charge on request, and has a relationship with an advertising agency for discounted paid advertisements.

DirectEmployers / cuny.jobs

Several times a day, we post CUNY's jobs to an alternate browsing website, <http://cuny.jobs>, administered through a not-for-profit consortium of large employers, DirectEmployers (DE). There is an additional version of this site, <http://cuny.jobs/veterans> with an MOC/Military Job Title translation tool (mapping military titles to the most likely related jobs).

This site provides accessibility for individuals with disabilities, and presents the job postings in a well-designed format. It provides user-friendly browsing by campus and by keyword.

All jobs have an “apply” button that takes the applicant to CUNYfirst in order to submit an application.

We are working on being able to designate certain jobs as featured jobs through the site.

State Workforce Agencies

As required by regulation, CUNY sends jobs on a nightly basis to New York State Workforce, Vocational, and Veterans agencies, and maintains an audit trail to provide evidence of posting. Our jobs appear on the New York State Department of Labor site.

DirectEmployers Syndication Networks

DirectEmployers sends jobs to a number of other places (see syndication list). This includes all major sites serving veterans (including the Student Veterans of America), and major sites serving individuals with disabilities. DE sends jobs to colleges and universities in the National Association of Colleges and Employers (NACE), including all CUNY colleges. DE sends jobs to workforce agencies in other states and to job microsites for various regions and urban areas. Jobs are also sent to a few job aggregators:

NEXXT (formerly beyond.com)

ZipRecruiter

LinkedIn (standard job posting)

Google.jobs

Google.jobs may have fundamentally altered the job market by making jobs from so many employers available to an extremely wide audience directly through a web browser used by some many people every day.

Note that it is the decision of the receiving job board to post a job. For example, we have seen our jobs posted with the New Jersey State Workforce Agency, but not the agency in the State of Connecticut. While CUNY colleges receive the NACE feed, they made not utilize it.

Higher Education Recruitment Consortium

The Higher Education Recruitment Consortium (HERC) is a not-for-profit group of colleges and universities, which combine their job postings to provide a central resource in Higher Education. About 30 colleges in the New York area participate. www.mnyscherc.org

On Request – CUNY Graduate Center and others

On request, the Office of Recruitment and Diversity can post a faculty vacancy with the CUNY Graduate Center career office. We have accounts with many of the other colleges, but each school operates independently and we cannot coordinate a single job posting across the university.

On Request – Other Networks

On request, the Office of Recruitment and Diversity can post a job to the career offices of a selection of local and national universities other than CUNY through a proprietary network, and through accounts with NY-area career offices. This has proven useful for hard-to-fill positions. Please inquire if interested.

On Request – LinkedIn Featured Job

On request, the Office of Recruitment and Diversity can create a Featured Job posting on LinkedIn. LinkedIn sends emails about the posting to members who might be potential candidates. It will also be linked to your College's "Company Page", if there is one, and to the general CUNY Company Page, which has over 100,000 followers.

Paid Advertisements

CUNY has a preferred vendor relationship with Graystone Advertising, which will place advertisements at a highly discounted rate. Human Resources departments at each College have further information and handle the posting and billing process. Frequently used sources include Indeed.com, The Chronicle of Higher Education, and HigherEdJobs.

Many new faculty learned of the position through the job sites of major professional associations, such as the American Psychological Association, American Library Association, CHEMjobs, the Modern Language Association, and the like. Sometimes, as a member, you will get better access than the ad agency, so check with the association.

It is important to consider the reach of the advertising source in making your selections. You can ask – how many subscribers or job seekers access this site? Does this site have advertisements from organizations such as CUNY? At times, job boards with limited reach have appeared, and it has likely not been a good use of funds to advertise with them.

At this time, CUNYfirst is the only system of record and applications can only be submitted there. We do not have a mechanism for loading jobs from other sources. When jobs are posted on outside job boards, you must refer interested candidates back to our system.

College Resources

Please make use of College, Department, and individual professional social media, as well as College news announcements, to make people aware of your posting and solicit referrals. We often underestimate our own professional connections as a way to advertise positions.

Note: Job Posting for Distribution

As you may have guessed, as jobs appear in multiple networks, they may be re-formatted, and jobs may be “picked up” through public sources and appear on other job boards which are seeking to build traffic. However the job is posted, it helps to take some steps that will help insure it is presented correctly.

- Consider limiting the length of the posting title to 60 characters so that it is not truncated.
- Create a clear posting title. All job boards attempt to index jobs according to function or level. Unique job titles may make that impossible and your job will be very difficult for a job seeker to find.
- Consider limiting the length of the posting itself to 750 – 1,000 words (even less is better). Some job boards will truncate long postings.
- Clearly enter the closing date on the posting (some boards will not post jobs without a closing date).
- Provide a salary range (if missing, some job boards estimate a salary, over which we have no control).

After a certain point (30 – 60 days), many job boards will “age out” your posting and it will no longer appear in networks. If you have a search that has failed, there is an argument for creating a new posting. If you have a search that is considered “open until filled”, you might consider removing the position from the internet temporarily while you consider your first group of resumes. You can re-post at any time and the job may get better internet distribution.