

Sheffield City Council Job Advertising Policy

We and us. Sheffield City Council, local authority in Sheffield with registered office at Town Hall Pinstone Street Sheffield S1 2HH. We operate the website www.sheffield.gov.uk

Recruiters. The organisations who are requesting to place a job advert with us.

Recruiters are responsible for all job recruitment advertising content uploaded to the Council's job vacancies site. The Council is not to be considered an employer with respect to your job advert on our site. The Council shall not be responsible for any employment decisions, for whatever reason, made by a Recruiter related to their job advert on our site.

Any information supplied in connection with the advert is accurate, complete, true and not misleading.

The Adverts are legal, honest and truthful, are not contrary to the provisions of any applicable law, regulation or code of practice (including the UK Code of Non-broadcast Advertising, Sales Promotion and Direct Marketing (the "CAP Code") and all other codes under the general supervision of the Advertising Standards Authority and/or the Office of Fair Trading), are not libellous or obscene and do not infringe the rights of any person (including any person's intellectual property rights).

The Recruiter guarantees to the Council that any landing page and/or destination site linked to from the Advertisements ("Recruiter's Site") will (i) be legal, honest and truthful, (ii) not be contrary to the provisions of any applicable law, regulation or code of practice (including the CAP Code), (iii) not be libellous or obscene, (iv) not infringe the rights of any person (including any person's intellectual property rights); (v) not be prejudicial to the image or reputation of the Council or the Website; (vi) be free from viruses, adware and malware; (vii) not cause an adverse effect on the operation of the Website, and (viii) have a conspicuous privacy policy which complies with all applicable data protection and privacy laws, regulations and codes of practice.

The Council will only use any Recruiter data solely in relation to the Recruiter's particular advertising campaign. All such Recruiter data collected by the Council will be treated as the confidential information of the Recruiter and will not be disclosed by the Council to any third party without the consent of the Recruiter. In no event will any Recruiter data be combined with information collected from other sources, except where the Recruiter has agreed otherwise.

As with all advertising mediums, we do not guarantee response rates to adverts placed on the site. Response rates can vary from week to week and may also be affected by the quality of your job copy.

A job advert is for a job vacancy that will be published on the Council's recruitment website. Job advert appears on the site for a period of 28 days on posting.

Each job advert may include one job description, one job information pack, a Sheffield City Council Application Form for Sheffield Maintained Schools only, job title, start and closing date of advert, a location, job grade, salary pay-scales and advert details.

The Recruiter agrees that all adverts on the Council site will relate to specific live job positions.

In respect of adverts on the Website, the Council does not guarantee continuous, uninterrupted access by users of the Website but will use reasonable efforts to provide this. Users will be advised of short periods of planned maintenance when they cannot access the site. In addition, The Council will not be responsible for any failure or delay affecting the transmission of the Website and any adverts contained in them, in any manner where such failure or delay results from any act, omission, interruption, fault or other condition beyond the reasonable control of the Council.

The Council shall not be responsible, under any circumstances, for any loss of profit, loss of opportunity, loss of goodwill, loss of anticipated saving, loss of revenue and/or any other loss which happens as a side effect of the main loss suffered by the Recruiter or any loss which could not be contemplated by the Council and the Recruiter, and the Council's maximum total liability for any loss or damage arising out of or in relation to any Advertisement whether in contract, tort or otherwise shall not exceed the total amount of the charges for the relevant Advertisement actually paid by or on behalf of the Recruiter.

Prohibited Job Adverts

Each Job Advert must not contain:

- (a) any hyperlinks, other than those specifically authorized by the Council
- (b) misleading, unreadable, or 'hidden' keywords, repeated keywords or keywords that are irrelevant to the job opportunity being presented.
- (c) more than one job title or job description, more than one location, or more than one job category.
- (d) inaccurate, false, or misleading information
- (e) material or links to material that exploits people in a sexual, violent or other manner, or solicits personal information from anyone under 18.

You must not use your jobs advert to:

- (a) Advertise jobs in a manner that does not comply with applicable national and international laws, including but not limited to laws relating to labour and employment, equal employment opportunity and employment eligibility requirements, data privacy, data access and use, and intellectual property.
- (b) Advertise jobs that require citizenship of any particular country or lawful permanent residence in a country as a condition of employment, unless permitted by law including and for avoidance of doubt, the Equality Act 2010 and any related guidance or code of practice
- (c) Advertise jobs that include any screening requirement or criterion in connection with a job advert where such requirement or criterion is not an actual and legal requirement for the advertised job.

(d) sell, promote or advertise products or services other than those directly related to job vacancies.

(e) promote any opportunity that does not represent bona fide employment.

(f) endorse a particular political party, political agenda, political position or issue.

(g) promote a particular religion.

(h) except where allowed by applicable law, advertise jobs which require the applicant to provide information relating to his/her (i) racial or ethnic origin (ii) political beliefs (iii) philosophical or religious beliefs (iv) membership of a trade union (v) physical or mental health, (vi) sexual life (vii) the commission of criminal offences or proceedings or (viii) age.

The Council reserves the right to refuse to place any job adverts or content on our site, which in the reasonable exercise of the Council's discretion, does not comply with the above terms, or if any advert content that the Council believes is not in the best interest of the Council.

If at any time during your use of the site, you made a misrepresentation of fact to the Council or otherwise misled the Council in regard to the nature of your business activities, the Council will have grounds to terminate your use of the site.

Sheffield City Council's Cookie Policy

Cookies are small files saved on your phone, tablet or computer when you visit a website. We use cookies to make this site work and collect information about how visitors use our service on our job vacancies web pages.

Essential cookies

Essential cookies keep your information secure while applicants use this service. We do not need to ask permission to use them.

Name	Purpose	Expires
CMPList	Saves your cookie consent settings for the current domain	Persistent

Analytics cookies

With your permission, we use Google Analytics to collect data about how visitors use this service. The information helps us to improve our service. Google is not allowed to use or share our analytics data with anyone. Google Analytics stores anonymised information about:

Name	Purpose	Expires
_dlt	Sets a unique ID for the session. This allows the website to obtain data on visitor behaviour for statistical purposes.	1 day
_ga	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
ga#	Used by Google Analytics to collect data on the number of times a user has visited the website as well as dates for the first and most recent visit.	2 years
_gat	Used by Google Analytics to throttle the request rate	1 day
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	1 day
collect	Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.	Session

Marketing cookies

With your permission we use marketing cookies to track visitors across websites. The intention is to display adverts that are relevant and engaging for the individual user and thereby more valuable for recruiters.

Name	Purpose	Expires
ads/ga-audiences	Used by Google AdWords to re-engage visitors that are likely to convert to customers based on the visitor's online behaviour across websites.	Session

For more details : [Cookie policy | Sheffield City Council](#)