

<b>ITEM</b>	<b>BEST PRACTICE SUGGESTIONS</b>
Company Name/Logo	The use of the company’s name and logo in a prominent manner can immediately create “brand awareness,” particularly if the organization has a positive public image.
Position Title	The position title of Bus Operator should be prominently shown at the top of the advertisement.
Qualifications/Experience	License requirements and work experience should be clearly outlined in order to ensure candidates with only the right qualifications and experience apply. Certain items should be avoided for human rights reasons (see Exhibit 6.1).
<i>National Occupational Standards</i>	The essential 7 to 10 key knowledge and abilities identified in the <i>National Occupational Standards</i> should be listed as part of the advertisement. Companies/organizations would use these essential knowledge and abilities in developing application forms (Exhibit 7.3) and performing reference checks.
Contacts	Mailing addresses, e-mail addresses and fax numbers for submission.

**ITEM****BEST PRACTICE SUGGESTIONS**

Website/Web Submission

If the company/organization has a website or if application can be made over the web, this information should be listed. Furthermore, if there is Realistic Job Preview (RJP) information listed on the web, applicants should be directed to it in the advertisement (visit [www.winnipegtransit.com](http://www.winnipegtransit.com)). In addition to an RJP, the website can outline the steps in the recruitment, selection, hiring and orientation process along with expected times to complete each of the steps and total anticipated time from application to hiring and orientation.

Closing Date

A closing date for acceptance of applications should be in the advertisement.

Mission/Vision Statement

If the company/organization has a Mission or Vision statement, it is advisable to include it.

Response to Application

The advertisement should indicate if, how and when the applicant can expect an acknowledgement from the company/organization.

Equal Employment  
Opportunity

Some companies/organizations have found a statement indicating they are an “equal employment opportunity” employer increases applications from members of the four employment equity target groups (women, visible minorities, aboriginals and persons with disabilities).