



How to post a Job Advertisement on the ILI Website

First step will be to email the ILI with the information you want published on the website. See below our requirements and some common questions to assist you.

1. How do I post a job advert?

Email us at ili@irishlandscapeinstitute.com with your information and we will post your ad as soon as possible!

2. Do I have to pay to post an ad?

Not if you're a member. Full **Practice members** of the ILI can place adverts for **free** of charge. An ad is just an email away. If you're **not a member**, there is a **fee of €275** per advert which stays online for 3 months.

Want to know more about practice memberships? Head over to:

<https://www.irishlandscapeinstitute.com/pages/practice-membership>

3. Is there a format I should use?

There is no form to be filled but we request that you provide the following information:

- Company name
- Positions you seek to be filled
- A high-quality image that you would like to feature. The image can include a previous project, photo or logo. Formats accepted are JPG & PNG.
- A description of the position (**in Word format preferably**) that should include, but not limited to:
 - Description of the role
 - We request that you provide an expected salary range and include details of any other benefits offered to the employee. This will help to ensure that you have the most appropriate candidates applying for the position
 - What information the candidate should include in their application and if there's a maximum size
 - Contact / portal where the candidate should send or upload their application to
 - Closing date for applications



- Website link of official advertisement (if applicable)
 - A high-quality version of your Company / County Council logo to be featured in the News section of the website.
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4. What size should I use for the feature image in the ad?

There is no one-size to publish on the website, but we advise in providing a high-quality image. Our team will re-size images as required, but if they're of small size and low quality it will be harder for us to improve them.

Image should **not** have a width lower than 3500 pixels. We recommend using a banner or rectangular shaped image as it will read better with the text.

Example:



Text text text text text text text

Text text text text text text text

5. I have a style used for my company; can you post that instead?

Absolutely! We can post your ad in your own style, but please take into consideration that we will have to adjust the file you've sent to fit our website sizes and standards. High quality files are preferable. **See Question 6** below for more information.

6. Can I send you my ad as a PDF or as an image?

Yes, you can send an ad as a PDF and as an image, however, all PDFs will be converted into images prior to being uploaded to the website. This may entail the loss of image quality, so we recommend that you send your ad as per **Question 3 & 4** or as a high-quality image (A4 size is fine).

Also, refer to **Question 7** below.



7. I sent you a file to post and the ad looks different on the website.
Why?

PDFs converted to images are subject to loss of quality and may appear blurry on the website. We do our best to maintain a high standard but the website itself automatically changes information when posting.

Please note that ads prepared in A4 (image or exported PDF) that are posted on the website will be automatically reduced in size. We recommend preparing the ad with a bigger font size to accommodate for this file reduction.

8. I can't read my ad on my phone. Why?

If your ad was posted as our image + text recommendation, it will be mobile friendly.

If the ad is posted as a full image, it's subject to reduction when reading it on the mobile. We recommend following our approach on **Question 3 and 4**.

9. If I send you a draft document in InDesign / other Adobe software, can you change it to suit your website to our style?

No, unless it's under very specific circumstances. We are happy to help if we see that our members are struggling with the correct sizes for our website, but we will recommend that you send an image and some text, as per **Question 3 and 4**.

10. Can you link the ad to my website?

All ads will be linked to the Advertiser's website. If there is a link for the ad itself, the ad on our website will link to that instead.

If the ad is sent as text with links, we will make sure that all links are active.

If the ad is sent as an image or PDF, we will make sure that the image itself links to the appropriate website.

11. I sent an ad with multiple links but only one is active. Why?

If the ad is sent as text with links, we will make sure that those links are active.

If the ad is sent as an image or PDF, we can only associate one link to the image. If you would like us to link different websites to one image, we recommend breaking up the parent image into multiple ones. That way we can associate each link to each image.



12. Where will my job advert be posted?

All job adverts will be posted on our jobs page:

<https://www.irishlandscapeinstitute.com/pages/jobs>

And will be advertised on our News page:

<https://www.irishlandscapeinstitute.com/pages/3-ili-news>

13. I have additional queries / requests. Who should I contact?

You can contact us on our ILI email at: ili@irishlandscapeinstitute.com