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## Advertising your job or contract with the CIEP

Dear Advertiser

Please read the following guidelines, then fill in the form below.

### Who should you target?

You can target one or both of two groups of members:

- Entry-Level Members (ELMs) and Intermediate Members (IMs), for example if you're advertising an entry-level in-house production role
- Professional Members (PMs) and Advanced Professional Members (APMs), for example for a contract requiring specific experience or expertise
- all of our 2,500+ members – **saving £350!**

You can find out more about the levels of CIEP membership [here](#).

### What information should you include?

When you advertise with the CIEP, you're partnering with an organisation that's committed to equality, diversity and inclusion. Pay transparency eliminates gender and race pay gaps, and it allows candidates to make informed decisions about applying.

For these reasons, in addition to the job description and person specification, we ask you to add clear guidance on remuneration.

We also ask you to:

- confirm that you will not pay less than **Living Wage** in any instance, including at entry level
- consider the CIEP's **suggested minimum rates** as a guide to the expectations of qualified and experienced members.

We additionally request details of:

- contract and job type
- frequency of work
- location of work.

## What advertising with the CIEP delivers

We'll deliver your advert directly to the inboxes of people who have proven their commitment to professional development within this industry by joining the CIEP and agreeing to be bound by the terms of the **CIEP Code of Practice**.

The Code sets out our professional expectations of every one of our 2,500+ members and offers you recourse in the event that you're unhappy with an individual's practices.

To progress through the levels of membership, an individual must evidence increasing competence in a range of ways. Recruiting a CIEP member means you can more confidently anticipate high-quality work.

## What else do you need to consider?

Looking beyond recruitment and into selection and induction, you might consider the following.

- Many of our members work from home and others may not easily access your location. If the role you're advertising has always been performed in-house, why not look at whether it could be performed remotely? You'll attract a wider pool of candidates, if so.
- When you advertise with the CIEP, some members may reach out to offer you their freelance services. This is an added-value opportunity to suggest how would-be suppliers might build their skills to better meet your future needs.
- A freelancer will have commitments to other clients. Forewarning them of issues such as schedule slippage may allow them to help you to mitigate the impact on your publication or launch date.
- Always provide feedback on completed assignments. Your supplier will then better understand your needs and, if necessary, take steps to improve the quality of their service.

We look forward to sharing your opportunity with our members and thank you for choosing to advertise with the CIEP.

### **CIEP Council**

[advertising@ciep.uk](mailto:advertising@ciep.uk)



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## CIEP recruitment advertisement

**Advertiser**

**Contact name**

**Email**

**Telephone**

<b>Target audience(s)</b>	Entry-Level and Intermediate Members (ELMs/IMs)	<b>£400 + VAT</b>
	Professional and Advanced Professional Members (PMs/APMs)	<b>£400 + VAT</b>
	Both (ELMs/IMs and PMs/APMs) <b>SAVE £350!</b>	<b>£450 + VAT</b>

For more detail on the distinctions between the four levels of CIEP membership, see [Individual membership grades](#)

### 1 Nature of opportunity

<b>Contract type</b>	If 'Other', please specify here:
<b>Job type(s) (if known)</b>	If 'More than one of these' or 'Other', please specify here:
<b>Frequency (if freelance)</b>	Please specify detail here:
<b>Location</b>	Please specify detail here:

## 2 Job description

Please describe the opportunity on offer as clearly and fully as possible.

Remember to confirm any special requirements, such as working across clients with more than one house style, working to tight lead times or requirement to work at unusual times (eg outside of 9am–5pm GMT Monday–Friday).

### 3 Person specification

Please outline the characteristics both *essential* and *desirable* in candidates applying for the role.

Consider including detail on the level of editorial experience required (if any), the level of subject-specific expertise required (if any) and any other special skills or experience that may benefit the successful applicant when performing the role.

## 4 Remuneration

Please give details of remuneration offered (eg £ per hour, £ per number of words/pages, fixed fee or negotiable)

Please note that the CIEP requires its advertisers to commit to fair pay, measured at its minimum as the Living Wage, and to consider the CIEP's suggested minimum rates when recruiting at more than entry level.

I confirm that the remuneration offered is at least or more than **Living Wage**.

I confirm that I am familiar with the CIEP's **suggested minimum rates**.

## 5 Method of application

Please confirm how a candidate can apply for your opportunity, including any relevant email or web addresses and where to address any queries.

## 6 Method of payment

The CIEP will invoice you for payment according to the rates set out **here**. Please confirm where and to whom that invoice should be sent, as well as any purchase order (PO) number that the CIEP will need to cite.

**Contact/company name**

**Contact/company address**

**Contact/company email**

**PO number (if relevant)**

1. Please select **Save form**, remembering to add your own advertiser name to the end of the filename (eg 'CIEP-advert-form-CompanyA.pdf').
2. Choose **Submit form** to email the fully completed form to the CIEP office ([advertising@ciep.uk](mailto:advertising@ciep.uk)).