



Direct Marketing Association of Washington

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## **DMAW Job Exchange Ad Guidelines**

The **DMAW Job Exchange** serves as a valuable resource connecting professionals and organizations in the direct response marketing and fundraising community. It provides a platform for employers to find skilled talent and for job seekers to discover meaningful opportunities that advance their careers. This service underscores DMAW's commitment to fostering professional growth and strengthening the fundraising and marketing industry through collaboration and access to top-tier talent.

1. **Professionalism**
  - Advertisements must reflect a professional tone and content appropriate for a professional, nonpartisan association.
2. **Prohibited Content**
  - Ads must not contain:
    - Foul or offensive language.
    - Hate speech, discriminatory language, or imagery.
    - Content that promotes violence or illegal activities.
    - Sexually explicit or suggestive material.
3. **Political or Ideological Expression**
  - Ads may reflect political or ideological viewpoints, provided they maintain a professional tone.
  - Language or imagery that could reasonably be perceived as hostile, disrespectful, or alienating to members will be returned to the poster with suggested edits. The ad would not run until suitable edits were made.
4. **Respect for Diversity**
  - Ads must be respectful and free from language that discriminates against individuals based on race, gender, religion, sexual orientation, or other protected characteristics.
  - Job postings may specify qualifications, skills, or attributes relevant to the role (e.g., digital marketing expertise, familiarity with a particular audience, or alignment with specific beliefs). However, the content and positioning of the ad must be directly tied to the organization's mission and conveyed in a respectful and professional manner.
5. **Accuracy and Honesty**
  - Advertisers must ensure that their ads are truthful and free from misleading or deceptive claims.
6. **No Attacks or Defamation**
  - Ads must not include personal attacks, defamation, or content targeting specific individuals or groups.
7. **Compliance with Laws**
  - All ads must comply with applicable laws and regulations, including copyright and intellectual property rights.
8. **Clarity and Purpose**
  - Advertisements should clearly state the purpose or intent, whether it's a job posting, event promotion, or product/service offer.

**Disclaimer** - DMAW does not endorse the views expressed in advertisements and reserves the right to modify or update these guidelines as needed.