



**Teacher recruitment:
make your job adverts
stand out from the crowd**

How to make your job adverts stand out

Teacher recruitment is competitive, so you need to work hard to attract the teachers that are going to be the perfect fit for your school.

Here are our top tips to help make your job adverts stand out from the crowd:



What makes a good advert?

1. Attract attention

The opening line of your advert is your first opportunity to engage and excite candidates. Be different and make sure you grab attention from the start.

Take a look at some examples of high-performing “attention-grabbers”:

Inviting

‘The small school with a big heart: visits prior to application are warmly welcomed so you can come and see for yourself what makes our school such a special place to work.’

CPD

‘Our staff benefit fully from a comprehensive and personalised talent development and leadership programme.

We’re an Outstanding school because of those who choose to be a part of it.’

Challenge

‘Are you looking for your next challenge?’

Do you relish the chance to support colleagues to make rapid sustained school improvement? If so, we’re the perfect opportunity for you!

Are you someone who loves teaching a pioneering, creative and integrated curriculum? Is reflective and demonstrates an interest in educational research? Is passionate about inspiring children to achieve their full potential?’

2. Think like a teacher

Your advert will be one of many in a list of search results. You need to ensure that it stands out from the crowd at first glance. Put yourself in the shoes of a jobseeker, and think what it is you’d be looking for.



Make job titles clear

Avoid confusingly complex job titles such as ‘Assistant curriculum team leader mathematics key stage 4’. Keep it simple and clear, while being specific about what you’re looking for: ‘Secondary maths teacher London’ is better than ‘maths tutor’, for example.



Be open about salary

Candidates want to know how much they could be paid, so be open and include the salary in your advert.



Get the basics right

Make sure the application/interview dates are correct. Check there are no spelling/grammar mistakes. Are the contact details/name correct?



Add useful details

Adding location and any other relevant data about the role will help the right candidates understand your school and how they could fit in there.

3. Focus on what makes your school and the job special

Adverts should include information that prospective candidates would find useful to know before applying. This could include elements such as how big the team is, what the department is like, and what development opportunities and support are available for this particular role.

A teacher looking at your job is also likely to be looking at other schools, and you want them to pick you – so make sure your school stands out.

Here are some effective examples:

Career development and CPD

'All teachers benefit from personalised pathways of CPD, such as the Outstanding Teacher Programme, peer support and coaching.'

'If you join us, you will be working in a school that's high performing and offers great rapid career development and leadership opportunities.'

Honest

'Let's be honest, in May 2016 our school was graded Inadequate by Ofsted and placed into Special Measures... We know where we stand and have high aspirations and a rigorous plan to turn the school around to a grading of Good within two years... Get on board and make a real difference because we are going places.'

Work-life balance

'We're absolutely committed to ensuring all staff have access to a comprehensive programme of professional development and that they enjoy a good home/work balance. We take the workload challenge seriously.'

Staff wellbeing

'Staff Benefits: most importantly, we don't just pay lip service to the notion of staff wellbeing, we actively place it at the centre of everything we do. In our experience, happy teachers make a happy school. Our staff are our single biggest asset, and the success of our students depends on them. So we take care of, and invest in them, properly!'

A few of the things we offer are:

- Our weekly Professional Learning and Development sessions (we finish early on a Monday to ensure this time is sacrosanct)
- Having a two-week half term in the Autumn Term
- Free school meals
- Having the choice to take your birthday off!
- A supportive and open management team
- Friendly colleagues who are always happy to help each other
- We really value our staff and will do whatever we can to meaningfully demonstrate that.'

4. What you're looking for in a candidate

Make it absolutely clear what you're looking for in a candidate. Build on the essential requirements with personality traits your ideal candidate will have; this helps jobseekers decide if the role is right for them, and will also help you to attract the right type of candidate.

For example:

- 'You are a creative and animated teacher'
- 'We want someone who's patient and compassionate to nurture our group of children with SEN'
- 'We're looking for someone who wants the next step up in their career and is happy to take on additional responsibilities'





Let Tes help you recruit, train and retain your staff.