


Attracting and Recruiting Staff

A Helpful Guide 2023

Part of Supporting Education Group



A photograph of four school staff members in an office environment. On the left, a woman with long dark hair, wearing a yellow top and a blue lanyard, stands and holds a green folder. In the center, a woman with curly hair and glasses, wearing a patterned top and a blue lanyard, sits in a black office chair, holding a laptop. To her right, a man with short dark hair, wearing a light pink shirt and a blue lanyard, stands and holds a grey mug. In the foreground, a man with short grey hair, wearing a light blue shirt and a blue lanyard, sits in a black office chair, holding a white mug and gesturing with his hands. The background features large windows with multiple panes, a shelf with various papers and books, and a desk with a computer monitor and other office supplies.

This free guide is brought to you by Teaching Personnel, the UK's leading educator workforce resourcing business.

Over the past 27 years, Teaching Personnel has helped more than 18,000 schools ensure they are fully staffed. This guide captures our vast experience and best practice from school leaders. It is designed to help more schools ensure they secure the best talent in time for the next academic year and beyond.

An efficient hiring process

It's time to start thinking about staff for September

Attracting and recruiting the best teachers and support staff is a growing challenge for school leaders across the country. However, with the right strategies and tactics in place, schools can maximise the likelihood of them being fully staffed for the new academic year.

In this guide:

- Platforms for advertising your vacancies
- When is the optimal time to get agency support
- Creating an efficient hiring process



Platforms for advertising your vacancies

There are so many ways for schools to advertise their vacancies, it can be hard to know where to start. Choosing the right platform can be challenging, as it depends on the role, location, and target audience. According to the Times Education Supplement (TES), the top three platforms for advertising education jobs in England and Wales are the TES, Guardian Jobs, and the Department for Education's Teaching Vacancies service – a free service that allows schools to advertise jobs to a national audience and receive applications directly. Our understanding is this is purely based on the number of website visitors these platforms receive. The number of views your vacancy receives is largely dictated by the cost of the advertising package you purchase. However the number of views alone won't guarantee applications, the quality and content of your job adverts will determine how successful it is.

An agency can advise on the best performing job advert titles and how to make the content stand out to potential educators. They can manage adverts across multiple platforms, ensuring these are optimised to maximise quality applications. Some of the platforms Teaching Personnel use to advertise vacancies are:

- Job boards such as Indeed, Reed, CV Library and SENpjoy
- CV Databases to search for ideal candidates for specific vacancies
- Social media channels including LinkedIn, Facebook, Instagram and Twitter
- Highly personalised email marketing to 150k plus job seekers
- Teaching Personnel website which receives high volumes of educator traffic each month
- Word of mouth – our solid reputation means educators know and trust us.

Consider your own marketing too such as your social media channels and website. Creating a shareable post in your own community can generate interest in your role through word of mouth. Your website and social media channels should act as a window into your community and highlight the reasons why your school is a great place to work.

When is the optimal time to get agency support

Using a recruitment agency **at the same time as advertising** can save time and money. How? By significantly increasing the likelihood of success first time and reducing the potential for repeat processes. The market has changed significantly in the last few years, making educator workforce agencies a vital resource for schools.

A reputable staffing agency can manage the recruitment process from attraction to successful hire. This can save school leaders time and money.

Larger agencies have data which provides insights into which channels work best for attracting different types of educator. Depending on their size and reach, they may also have huge databases of active and passive jobseekers who they can contact to promote your school and the job opportunities available.

When you partner with an agency, you get access to educators who have already gone through a screening and vetting process which includes references from previous schools they may have worked at.

Another benefit of working with an agency is the opportunity to take your preferred candidate on a trial period before committing to a permanent contract. This approach has advantages for the school and the educator and increases the chances of the right fit for the long term.

Concerns about the costs involved in using an agency should be discussed early in the process. You should be made aware about the costs and no agency should charge any fees if you don't end up with a successful hire.

Creating an efficient hiring process

Finding a match

Shortlisting is a crucial but time-consuming stage in the recruitment process. Ensuring you have a shortlisting criteria checklist to score each candidate based on qualifications and experience will streamline the process.

Agencies have a wealth of experience in evaluating candidates and can provide schools with a shortlist of pre-screened, qualified candidates that match their requirements. Recruitment agencies can also manage communications with all candidates involved in the process - from arranging interviews to letting applicants know if they have been successful or not at each stage.

Making the selection

Interview and selection are the final stage of the recruitment process, where schools assess candidates' suitability for the role based on their experience, qualifications, and personal qualities. The interview process can be challenging, as schools need to ensure that they ask relevant questions and provide candidates with a positive and welcoming experience.

An agency can provide support and guidance to schools on how to conduct successful interviews and can offer interview training to school staff. They can also provide schools with insight into candidates' background, experience, and suitability for the role. Trial days have become common practice. They help school leaders assess candidates in the classroom, delivering a lesson or working in a learner support role.

To conduct a successful interview process, schools can prepare a set of questions that assess candidates' competencies, experience, and suitability for the role. Schools can also use a variety of assessment methods, such as presentation tasks and group exercises, to evaluate candidates' performance in different scenarios.

Values based interview questions explore how and why a candidate may behave in certain situations, in relation to the values of your school. This approach will help you explore if a candidate is a good fit and help to avoid a costly "bad hire". A good recruitment agency will prepare candidates for interviews, so you get the most from the relatively short time with each applicant.

Remember, the interview process is a two-way street. Candidates will want to know all about your school community, and you should be prepared to answer questions about the culture and ethos of your school, the opportunities for progression and reasons why they should want to work at your school over another. The market is highly competitive so being able to communicate why your school could be a good fit for them is important.

Rejection process and the best way to handle it

Recruitment agencies will manage communications with all candidates involved in the process – from arranging interviews to letting applicants know if they have been successful or not at each stage.

The rejection process should always be constructive. We recommend sending personalised emails that thank each candidate for their application and give feedback that will help them in the next role they apply for. An agency can handle this process for you, calling each candidate, providing feedback personally and supporting them into a more suitable role. They will also be able to suggest alternative candidates that might be right for your vacancy so you don't have to start from scratch.

With Teaching Personnel you get more



More than **75,000** educators visit our website each month



Access to more than **14,500** fully vetted educators



150,000 passive jobseekers on our database



Your vacancies advertised on additional jobs boards at no extra cost, including Indeed, CV Library, Reed and LinkedIn



Online services that help you manage recruitment more efficiently



55,000 followers across our social networks giving you greater reach



A branch network across England & Wales connecting educators with schools on a local and national level



We understand school leaders see being fully staffed for September as a top priority.

Teaching Personnel is ready to help support schools with their September and beyond staffing needs. We can provide you with an open and honest assessment of our ability to find you the right staff for your school and help ensure your hiring process is as efficient as possible.

Our workforce of education professionals covers England & Wales. We recruit and vet our staff to the highest possible standards and have thousands of teachers and support staff available for permanent and temporary roles.



Our services

Teaching Staff – Qualified, professional teaching staff across primary, secondary and SEND provisions who are subject specialists.

Support Staff – Our cover supervisors and teaching assistants provide essential classroom support, including one-to-one and small group work.

Supply Teaching – Our supply teachers are qualified and experienced professionals who can step in at short notice to cover teacher absence.

Permanent Recruitment – We can help schools to recruit permanent teaching and support staff through our extensive database of qualified candidates.

SEND Support – We have teachers and support staff with experience in supporting pupils with a range of special educational needs and disabilities.

Intervention Programmes – Our intervention programmes are designed to help students who are struggling with literacy, numeracy, and other areas of the curriculum.

Tuition – From pupil wellbeing to exam preparation, we have the right workforce to meet the needs of each child.



FUTURE TEACHER PROGRAMME

The Future Teacher Programme

Recruiting and retaining teaching staff is becoming more complex. The number of people entering the profession is decreasing, while the number of teachers leaving has increased.

Teaching Personnel's Future Teacher Programme helps schools take control of their long-term teacher recruitment strategy and reverse this trend.

Find out more by visiting:

teachingpersonnel.com/future-teacher-programme

