

Advertising vacancies - best practice

The following is a summary of advice presented at the "Effective marketing for your school" training session.

1. Remember to market both the school and the vacancy
2. Indicate what the school has to offer
3. Indicate what you are looking for
4. Stress your school's unique selling points
5. A strapline for the school really helps candidates gauge the school
6. Include an indication of your commitment to a diverse community - eg you are looking for candidates with cultural literacy
7. Indicate what the school offers in terms of work-life balance
8. Include the school location, the name of the employing organisation, the job title and salary, a named individual to contact for queries, details of how to make an informal visit
9. Candidates look for the following in promotional material packs: school improvement plans, self-evaluation data, financial information about the school
10. Highlight any associated career benefits to the post
11. Good if you can arrange it: associated info online, ability to submit application electronically
12. Adverts that show a sense of humour have an edge in the marketplace