

## Vacancy Advertisement

It is important to recognise that there is a national shortage of headteachers and consequently, they are very difficult to recruit. In order to achieve best results, advertising (and any accompanying information/documentation) should be focused on attracting candidates (e.g. by promoting the benefits and opportunities) rather than majoring on a list of requirements the school may have. For detailed information, guidance and advice on advertising, please contact Resourcing Solutions on Email: [resourcingsolutions@northyorks.gov.uk](mailto:resourcingsolutions@northyorks.gov.uk) Tel: 01609 535585.

All headteacher vacancies must be advertised (even if a member of staff has been 'positioned' for the post) to ensure the best possible candidate is appointed. The vacancy should be advertised to ensure the widest possible coverage on a value for money basis. Advertising costs must be met from the school budget – but remember that it is well worth investing to find the right candidate. It is recommended that you should always advertise in appropriate national media, and the NYCC website. Resourcing Solutions will ensure you receive the best deals available.

### Introduction – what do you need to consider?

- **Your target audience and how and where you will reach them;** the majority of candidates will search for jobs using the internet, and set up job alerts to notify them of specific posts. However, it may also be worth considering a print advert as this is a good way of trying to attract passive readers to view and apply for your vacancy. For Headteacher vacancies, TES is the most appropriate media.
- **The appearance and content of the advert** - how will you make your post stand out?
- **The 'unique selling points' of your school and the role** - it is important to emphasise what the candidate can expect to get from a position with you rather than another school. What are the benefits/challenges/opportunities?
- **In schools with a religious character**, governors should consider whether the vacancy should be included in an appropriate additional publication e.g. The catholic times, church times. The diocesan adviser can provide further information.
- **Create the right first impression** – it is important to ensure your advert stands out from the rest. This can be achieved by ensuring the content is informative and that the candidate feels the process will be carried out in a professional manner. One significant way to differentiate from others is to use a dedicated campaign website (contact Resourcing Solutions for details) which could include detailed information, an insight into the school and a personal message from the Chair of Governors as well as all available documentation and the application form.
- **The Resourcing Solutions team is available to assist in any way they can to ensure your advert receives maximum exposure and is candidate focused.**

The LA advises that you approach Resourcing Solutions ([resourcingsolutions@northyorks.gov.uk](mailto:resourcingsolutions@northyorks.gov.uk), Tel: 01609 535585) to assist with advertising rather than contacting agencies direct for the following reasons:-

- The LA has a contract with an advertising agency and multiple contracts directly with media suppliers, e.g. TES – NYCC can obtain a significant discount which is not available to schools on an individual basis. Schools have the potential to make considerable costs savings.
- When an advert is placed through our agency, your advertisement will automatically be published on the NYCC website [www.nyccjobs.co.uk](http://www.nyccjobs.co.uk). However, if you advertise independently, you must remember to inform the LA to ensure your advert is included on the site.

## Applications

The school must provide an application form and accompanying information for candidates. The LA would recommend that you invite candidates to apply electronically. You might invite candidates to email a school contact, who can then send them application form and additional information electronically which can be returned via email. Alternatively, upload the application form and additional information directly to a website or campaign site, so it can be downloaded directly by candidates and their application form can simply be emailed to the school upon completion. Resourcing Solutions can provide an online application service.

## Application Form

The application form must include a section on monitoring equality and diversity, which must be removed prior to shortlisting. The application form must also include information on safeguarding and child protection, informing candidates that the post is exempt from the rehabilitation of offenders act and is subject to an enhanced DBS check. You must inform candidates that information regarding their suitability to work with children and young people will be discussed in references and at interview.

Schools must only accept application forms. **CVs must not be accepted.** This will ensure your process is fair and consistent by ensuring all candidates are given an equal opportunity and also makes it much easier to compare and shortlist candidates.

You can download a template application form from the headteacher recruitment section of the [cyps.info](http://cyps.info) website.

## Additional information

In addition to the application form, you might ask candidates to submit additional information with the application form, to provide you with further information on candidates and their motivations for applying.

Alternatively, you might use the additional information to help you shortlist and filter out candidates, by asking them to undertake a specific task or answer a question. Suggested questions might include:

- Based on the information you have found out about the school, how would you take us forward into the next phase of our development? Please draw on examples from your own experience where appropriate
- Outline an action plan for the next academic year at \_\_\_\_\_ school, based on the research you have undertaken

- What are the top priorities for this school, and how would you address them?

<b><u>Vacancy Advertising and Application – Equalities</u></b>	
Do's	Don'ts
✓ Do invite candidates to provide examples from outside the workplace of their skills and competencies	✗ Don't specify a required minimum length of service (i.e. minimum five years' experience)
✓ Do invite candidates to contact you if they would like to receive the application form in an alternative (e.g. easy-read) format	✗ Don't use terms that could be seen as discriminating by age or gender (e.g. 'energetic' might imply the applicant must be young or able-bodied)
✓ Do include equal opportunities monitoring on the application form. The LA is required to collect and monitor equal opportunities data	✗ Don't ask questions on childcare arrangements or marital status
✓ When contemplating where to advertise, consider implications in terms of who you will reach and consider ways to avoid excluding particular groups of applicants	✗ Don't use discriminatory language when advertising any career development or training opportunities you might offer. It is not just new or younger headteachers who will be interested in career development opportunities, experienced headteachers will also want to know how they can develop their careers in a new direction
✓ If you wish, you may say in an advert that you wish to actively encourage applicants with a disability to apply for a job or you are happy to consider flexible working arrangements	

### **Additional Information for candidates**

Online advertising through a campaign site enables Governors to upload additional information that would otherwise be sent out in a pack, often at no extra cost. We recommend including the following additional information in online adverts.

- Welcome letter from the Chair of Governors that provides information for potential candidates, to welcome the potential applicant and thank them for their interest in the post, provide a brief outline of the context, achievements, priorities and challenges for the school
- Information explaining arrangements for visiting the school prior to interview, if appropriate
- Confirm application and interview dates
- Provide the link for them to access further information on living and working in North Yorkshire
- Include statement of commitment to safeguarding and promoting the welfare of children and young people
- Include a statement of commitment to equality of opportunity
- Inform applicants as to how they will be notified of the outcome if they are unsuccessful
- Information about the school
- Information about the role
- Information about the local area / region / North Yorkshire
- Information on how to apply
- Links to other sites such as:

- School website
- [www.northyorks.gov.uk](http://www.northyorks.gov.uk)
- Dedicated School Recruitment Campaign site (available through Resourcing Solutions)

One of the first places prospective candidates will look is on the school's website. Ensure this is up to date (particularly with regards mandatory requirements), engaging and informative.

The additional information provided for candidates, ideally on a dedicated campaign site, should provide an overview of the school and ultimately provide sufficient information for the candidate to decide if they are suitable for the post and choose whether or not to apply. This information must include the job description and person specification.

Ensure the information provided is coherent and complete but not overwhelming. There is no need to include documentation such as full Ofsted reports – any candidate who is genuinely committed to the post should be able to show on application or at interview that they have made the effort to find this type of information themselves. Remember you can also provide candidates with further information upon shortlisting.

Be honest but optimistic – if you are a school with challenges, make some reference to this. Providing an honest overview of the school context will allow some potential candidates to recognise that the post is not for them, whilst others may feel these are exactly the type of challenges they are looking for.

### **School Visits**

You may consider offering candidates the opportunity to visit the school. Current pupils or an appropriate member of the governing body (not on the selection panel) might offer a guided tour - ensure all involved are clearly briefed. The selection panel should not be involved in school visits and each potential candidate should visit the school individually. It might work well to suggest one or two dates for visits and ask interested applicants to contact the school directly to let you know their preferred day and timeslot. Please note the selection panel should not seek comments or feedback on the candidates who visit the school and any visits should not be taken into account as part of the assessment and selection process.

### **Arrangements for Receipt of Applications**

You will need to agree the process for handling completed application forms.

It is good practice to specify a named contact to be responsible for collating all application forms and removing the personal/equal opportunities details of candidates prior to circulating to the selection panel. This should not be a member of the selection panel. This information is removed to ensure that shortlisting decisions are based on the objective selection criteria, not influenced by age, gender, etc. It may be beneficial to provide an email address so all applications can be received electronically, and receipt of completed applications can be acknowledged by return email.