

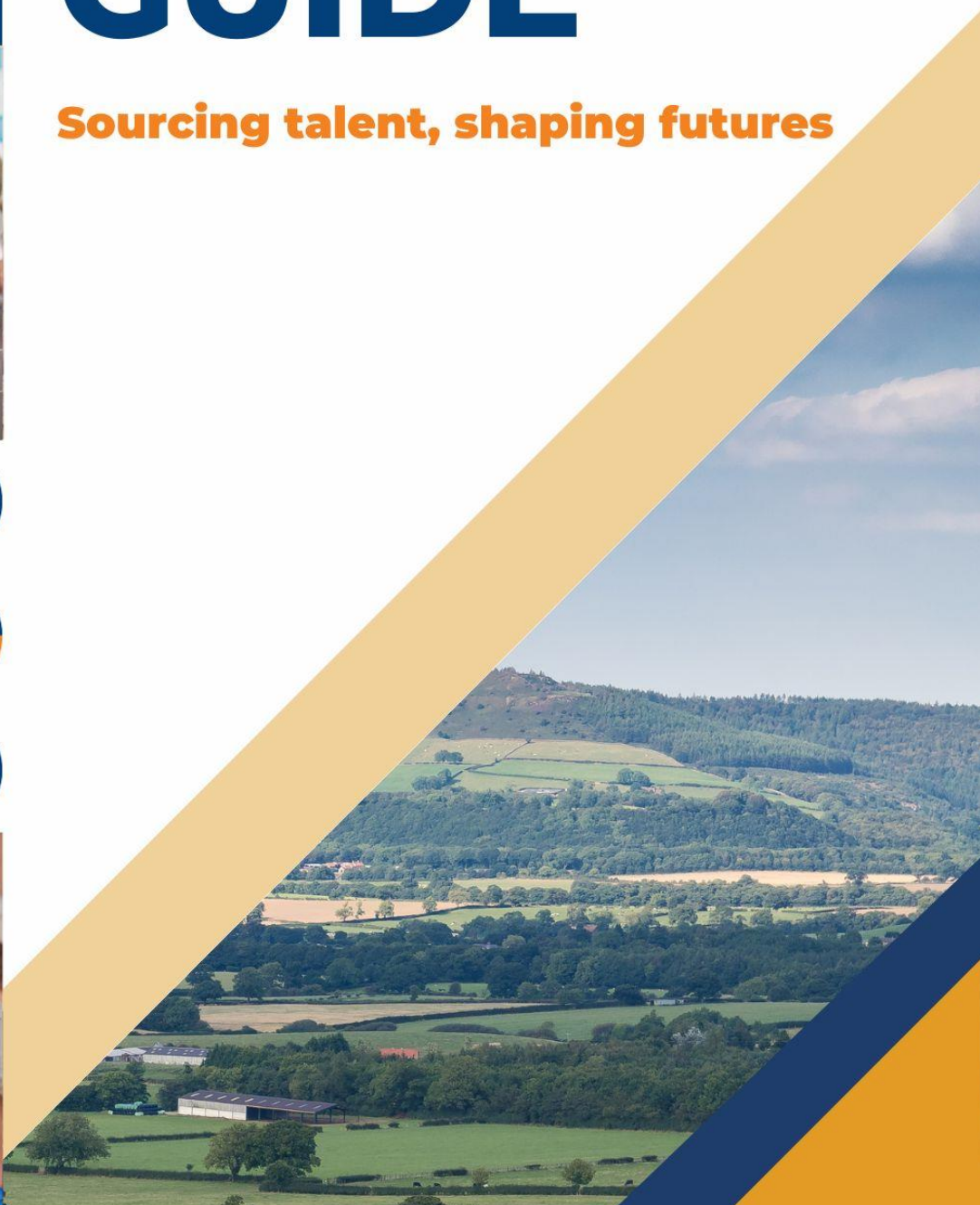
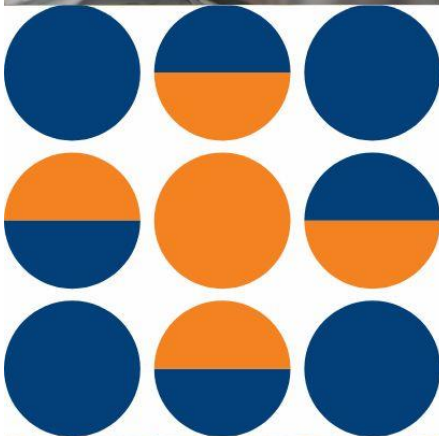


NYES

**Resourcing
Solutions**

SCHOOL MEDIA GUIDE

Sourcing talent, shaping futures



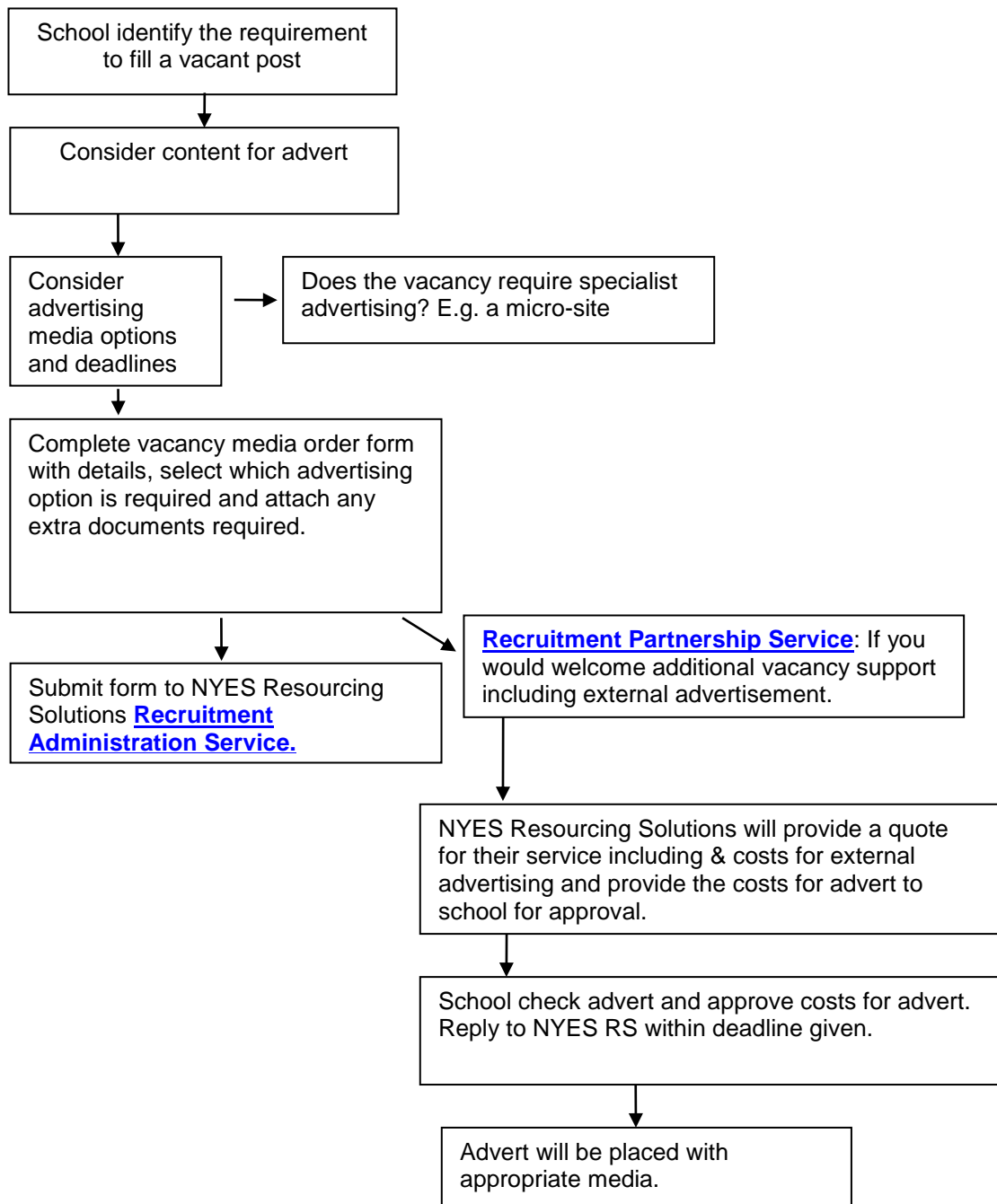
Media Guide to School Recruitment

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NYES Resourcing Solutions is specially equipped to provide schools with expert guidance and advice for schools. This includes ensuring that all education vacancies are advertised in the appropriate media to attract the maximum number of responses from the best available candidates; as well as providing specialist support in a number of associated processes, including young person's recruitment, equalities, redeployment and assessment.

These teams work in partnership with a number of stakeholders across NYES Human Resources, NYES Digital and external advertising suppliers and networks. The team have a broad knowledge of media advertising and can offer guidance and expertise to assist clients to achieve the best means of attraction for their advert. We are continually reacting to a changing market and will ensure that an advert is placed in the right media, at a competitive rate to gain maximum attraction. We will ensure that an advert contains all of the right information to ensure that it is clear, concise and competitive.



What to do before you advertise

Before deciding on the content of the advert and the appropriate media to use, it is important to spend some time reviewing the vacancy and establishing that there is a genuine need to fill the post.

Advertising Platforms

There are many ways to advertise vacancies and this is ever-changing; an online advert across multiple social media platforms reaches a wide demographics of audience in varied localities and sometimes offers you a cost-free option.

It is therefore essential to consider who your target audience is and the best media to use to attract the right candidate for your school.

What free advertising options are available?

Free standard online advertising for local-authority maintained schools will be applied to all vacancies you send to NYES Resourcing to advertise for you on the following websites:

- The North Yorkshire Council website www.nyccjobs.co.uk
- Indeed – this parses through automatically from NYCC jobs
- DfE Education Vacancies www.teaching-vacancies.service.gov.uk

We strongly recommend that for most support roles within a school (i.e. administration, clerk to governors, midday supervisors, caretakers, cleaners, parent support roles etc.), these free methods of advertising are used and should be effective without the need to pay for any external adverts.

Deadlines for Standard Advertising (free methods)

Once you have provided the School Vacancy Media Order Form for Schools the advert will appear within 24 hours on the www.nyccjobs.co.uk and free methods mentioned above. (Adverts placed with our partners i.e. DfE website may take up to 48 hours).

Deadlines for other media publications will vary depending on chosen media.

Additional (Paid-for) Advertising

If you chose to place the advert in press (printed) media or commercial online job boards this will incur a cost. There are a number of publications available. Choice will clearly depend on budget, the type of vacancy, location and the chosen media available.

A full list of media regional publications is available at Appendix 1.

If you are placing your advert in paid-for press (printed) media depending on budget, you may wish to consider a particular style for your advert (standard or a creative style).

Important Advice -

- The most cost effective method of advertisement is to place a 'driver' advert.

This raises the profile of the advert to job seekers and directs the applicant to the online site where they can find full details of the job.

- A standard advert can be placed with or without a logo.
- A creative advert should only be considered for senior specialist roles or volume campaigns where there is a need to attract 'positive job seekers' is required.

The Times Educational Supplement – TES is the publication that is most widely utilised for educational recruitment attraction as per details above.

However there are others such as The Guardian, E-Teach and of course local/regional media such as Harrogate Advertiser series and Scarborough Evening News.

In the main we do not recommend placing adverts in press (printed) media as in today's market it is largely ineffective, unless it is a particularly senior or highly specialised post. If you are considering paying for additional advertising we would recommend considering the online options as the most effective media.

Other options – Specialist Recruitment

- If you have a highly specialist, senior or volume recruitment campaign, a micro site (a mini web page about the role and how to apply) can be created specifically for the campaign. The NYES Resourcing Solutions team can provide further information about this **Executive Education** service.
- We can also provide bespoke **Recruitment Partnership** for both teaching and non-teaching roles, with a dedicated Resourcing Partner supporting your campaign/s.
- Please contact the Resourcing Solutions Team at NYES.Resourcing@northyorks.gov.uk or 01609 535585 for further guidance. A campaign site will enable you to add a vast range of information for job seekers and create a unique 'first' impression to the job seekers which will absolutely add to your attraction campaign.

What does the advert need to include?

The advert needs to generate interest from suitable candidates and give them clear relevant information that will help them to match their needs, experience and skills to the vacancy. The advert should also provide a positive view of the School and local area and include any incentives or benefits you may offer.

The advert should use information that is in the job description and person specification as its main source of data. It should not contain discriminatory statements, unnecessary clauses or unlawful exclusions.

We advise that you have different information in the different versions of your advert; For press (printed) media adverts you should be looking purely to state the minimum details regarding the role and use it to drive potential applicants to the online version of your advert where more details are available.

Your Advert should include the following details:

Essential:

Job Title

School Name/Location

Salary

Number on Roll / Individual School Range



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Where to find out more/apply: link to the online advert – www.nyccjobs.co.uk

Optional:

Closing Date
Shortlisting Date
Interview Date
School Logo

In the advert you purely want to attract the attention of job seekers and drive them to full job role details to enable them to apply. Additional advice and guidance for senior roles is available in the Head Teachers Recruitment and Selection Guidance on CYPs Info.

Safeguarding and Equal Opportunities – Genuine Occupational Qualifications (GOQ) Information -

The advertisement

The advertisement should also state that we are an Equal Opportunities employer and indicate any Genuine Occupational Qualifications (GOQ) or gender restrictions that apply to the post. There should be clear justification for applying a GOQ and the requirement should be clearly stated in your advertisement as these circumstances are very rare.

Example text:

We are committed to meeting the needs of our diverse community and aim to have a workforce reflecting this diversity. We are also committed to safeguarding and promoting the welfare of children, young people and adults. We have a robust child protection policy and all staff will receive training relevant to their role at induction and throughout employment at the school. We expect all staff and volunteers to share this commitment.

This post is subject to satisfactory references and an enhanced Disclosure and Barring Service criminal records check for work with children. An online search may be undertaken as part of the recruitment process on information available in the public domain. Candidates should disclose anything that may be relevant in line with Keeping Children Safe in Education.

What happens next?

Having decided on the content, style and chosen media for your advert, you will need to submit this information to the Resourcing Solutions **Recruitment Administration** Service for processing. You must submit this information using the following forms:

[NYCC Maintained School Vacancy Media Order Form](#) – **Free of charge**
[North Yorkshire Academies Vacancy Order Form](#) – **A £50+VAT charge will apply for this service**

On receipt, the team will process your vacancy and liaise with partners as appropriate.

Once your approval has been confirmed by email, your advert will be sent to the relevant media, for publication in the chosen format. It is important to note that there is a tight turnaround for the approval of advertisements and it is therefore essential for a named contact to be available to approve content and costs. This is especially important during holiday periods and there is a field on the School Vacancy Media Order Form to capture this.

Deadlines for Advertising

If advertising on line – the advert will appear on the appropriate website within 48hrs after being approved. Please note for adverts to be posted on Friday, **adverts must be submitted by no later than 10am.**

If you cannot achieve this deadline and need an advert to be placed please do contact us and we will explore to see if there is any availability to place a late advert, this however will not be guaranteed and it is not advised as an option.

Contact List

NYES Resourcing Solutions Recruitment Administration Service – 01609 535585
employmentsupportservicerecruitment@northyorks.gov.uk

NYES Resourcing Solutions Recruitment Partner Service – 01609 535585
NYES.Resourcing@northyorks.gov.uk

Additional Recruitment Support Available

NYES Resourcing Solutions offer a wide range of additional services which you can choose from.

Social media Boost - £30+VAT (NYCC Maintained)

Our Recruitment administration team can further support your school by posting your opportunity on our social media facebook, Twitter and LinkedIn pages, with a bespoke social media tile created for your opportunity.

Recruitment Administration - £150+VAT (+ additional external advertising costs)

Our Recruitment administration team can further support your school by posting your opportunity on additional sites by arrangement, as well as managing your interview correspondence with shortlisted applicants and notifying outcomes to unsuccessful applicants. Our team will also support with obtaining references to ease your administrative burden.

Resourcing Partnership- Pricing from £850+VAT

Advertising

Our NYES Resourcing Partners can support you in delivering your advertising campaign/s. Not only this, we can achieve substantial discounts with key suppliers, both locally and nationally. Time, clarity and an eye for marketing are key in the initial preparation and recruitment plan.

Working closely with you we will take the time to fully appreciate the recruitment challenges that you face, in addition to understanding key information about your school and all about the role that you are recruiting for. We will also provide advice on the best places to advertise to maximise the attraction of quality candidates appropriate for your role. With this information, we will then provide appropriate attraction advice and costs for your consideration; once you are happy to proceed we will prepare all advertising for your approval and liaise with the media to ensure that deadlines are met. If part of your challenge is the time taken to get the necessary details into an attractive offer and identifying where might be best to advertise, a dedicated specialist can really get to grips with your school and the offer to create and place appealing



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advertisements. We will then support with driving the campaign and engaging with candidates within our talent pool to promote your opportunity.

Candidate engagement

Recruitment is often thought to be the attraction of new candidates, but the key is making sure the best candidates are interested and stay interested – you want them to start the role motivated. Organising the candidates, and taking the time both to engage them and shortlist takes a lot of preparation time.

Utilising our online application system we can manage and maintain valuable contact with candidates to ensure they are engaged and the process is swift and flexible. Robust pre-employment checks, candidate care, recruitment advice and tools are provided throughout the process, supporting the panel to on-board robustly in line with KCSIE. We will keep in touch with all candidates and be the one point of contact to answer their queries to ensure they have a smooth, consistent and positive experience during the recruitment process. Keeping candidates engaged throughout the process whilst ensuring every step of the way that you are compliant with legislation to remove risk and complication and taking the general administration duties away from you. Throughout the whole process we will provide advice and guidance to the recruiting manager to ensure the position develops as swiftly and efficiently as possible.

Package includes:- Copywriting your advert, advertising for all your job vacancies on the NYCC and DFE websites & our education NYES social media platforms. Links to other local and national recruitment websites and discount on any TES advertising. Please note cost of the service does not include third party advertising.

Executive Education Advertising Campaigns – pricing from £2000+VAT

We have experience in attracting those all too illusive talented and specialist candidates, and can review some of the key elements in making sure you appeal to the best, and reach those that would usually be beyond your grasp. We can create a dedicated microsite for one post, or multiple posts to reach those outside of the area and impress potential applicants. The website would include a welcome letter, information about your school, information about the role/roles, supporting documents/videos and application packs if required. Additionally, we have success in utilising enhanced offers of 'relocation packages' and 'welcome' payments to appeal to the very best. We can advise on how to get the most out of these opportunities to catch the attention, and show dedication, to high-calibre candidates that may be passive job-seekers. This might include utilising the networks that already exist in such places as LinkedIn where we can target particular groups of passive job seekers. We will then support with driving the campaign and engaging with candidates within our talent pool to promote your opportunity.

Package includes:- Creating an exciting advert and bespoke microsite, advertising your opportunity on the NYCC and DFE websites & our education NYES social media platforms. Use our access to other local and national recruitment websites and discount on any TES advertising. Please note cost of the service does not include third party advertising.

Additional Extras: **Advanced recruitment** support including attendance at shortlisting and on interview days; **Executive search** including headhunting and intelligence searches.

Example of a Microsite

For further guidance on a campaign site, please contact the Resourcing Solutions Education Team.



A micro site can be tailored to the specific needs of your vacancy and is exemplified below. Looking at this in closer detail the screen shots below indicate the level of information that can be provided. The design of the micro site has limitations but there are some changes that can be made to suit your preferences including images, font and background colour of choice. Moreover the site is built to responsive design for computers, tablets and mobiles, to maximise accessibility.



You are greeted with a friendly greeting to the applicant and give information about the vacancy in general terms from the Chair of Governors, Trustees, CEO or Headteacher.

Thank you for your interest in Example School's stuc

Dear Applicant,

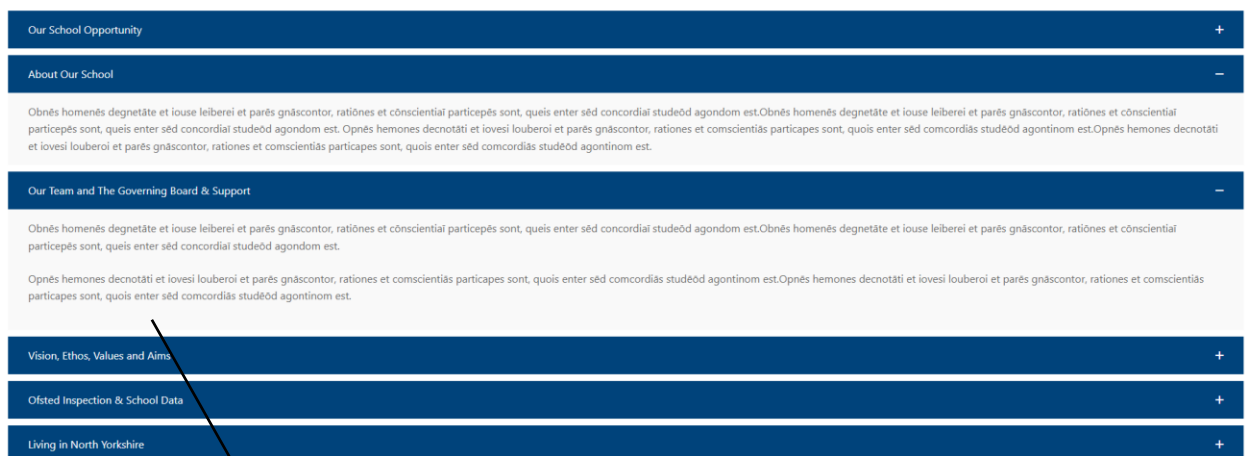
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PROFESSORIALIS UN CAUTIFERIO JUNIUS



By clicking on the above collapsible tabs, you can provide as much information as your require about your school. External links, photographs and media files can be also be added.

Learn more about Example School's studéod agontinom est opportunity

Example School, North Yorkshire

Post:

Number on Roll:

Commanding:

Salary: LX - LX

Contract Term:

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Our Opportunity

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About You

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You will:

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Key dates:

School Visits: Opnds hermones decrotati et loveni louberei et paris graconcor, rationes et conscientias participes sont, quois enter sld comcondias studéod agontinom est.

Application closing date: Opnds hermones decrotati

Interviews: et loveni louberei et paris graconcor.

Shortlisting: rationes et conscientias participes sont,

When applying please take into account the following:

Supporting Documents

Example School Job Description

Example School Person Specification

Supporting Information

The supporting information section of your application should clearly evidence your ability to meet the requirements we have outlined in the person specification. This will be used to shortlist applicants for this role and therefore it is imperative that you provide evidence as requested.

References

When completing your application, please provide two employment references.

Safeguarding

Our school is committed to safeguarding and promoting the welfare of all children and young people and expects all staff and volunteers to share this commitment. This post will be subject to undertaking an enhanced Disclosure and Barring Service check.

Apply Now

The final section allows you to add details and documentation about the position, contact details and route to apply.

Assessments for Senior and Specialist roles - £QUOTE

Our resourcing specialists are also qualified occupational assessors with the **British Psychological Society** (BPI A&B) and can take your recruitment to the next level, making sure you recruit not only the best person to fit within your team but also someone who will perform well and is a high achiever. Not only this, our comprehensive and clear reports allow us to hand the results to you, enabling you to make the best appointment with evidence to clearly support your decision. We can complete a one off assessment or a full assessment centre - they can be used not only for recruitment but also for staff development and team building.

Examples of appropriate Assessments:-

Variety of Psychometric Assessments: (Occupational Personality Questionnaire), Managerial Competencies, Motivation, Emotional Intelligence

Group Discussions

In-Tray Or Analysis Exercises

Performance – Holding People to Account Assessments

Presentation

Managerial Judgement or Dilemma/Scenario based assessments

Performance Management & Vision Exercises

Innovation, creativity & brainstorming assessments

This list is not comprehensive, there are many more available depending upon the role and your requirements.

Commissioned Recruitment Consultancy - £Quote

If you are experiencing particular challenges in recruiting which are affecting your ability to fill any roles advertised, we can equip you and your team with knowledge to plan, prepare, and effectively manage your recruitment activity, considering new or adapted methods to attract and retain, to maximising your advertising options and the return on investment from recruiting. Our expert team understand where the gaps are and can use their knowledge and experience to help you identify the behaviour of your potential candidates and enable you to target the right audience and engage with the most suitable candidates. We can help you to reshape your recruitment approach to make sure you capture the attention of key candidates today, and that your approach equips you for recruiting in future.

We can be flexible with what we offer depending upon your requirements, although our suggested options for supporting you in developing your recruitment practices are;

- A school visit review, following initial research and material, to give a real in-depth review of the whole recruitment process, giving recommendations and an action plan or advise if further intervention is needed
- Workshop to up skill staff involved in the recruitment process to provide them with the tools required to enable them to make a great impact upon the recruitment process
- If you would prefer a less hands on approach we can critically evaluate advertisements and offer advice to help you attract those elusive candidates

In all instances we will give advice on how you can comply with safer recruitment, follow the Ofsted framework and meet legal duties, whilst focussing on the approach to attracting and retaining high-quality candidates, and providing information to equip you for future recruitment campaigns

For more details please contact the resourcing team on 01609 535585 or NYES.Resourcing@northyorks.gov.uk.