

# Leadership and Management

## Recruitment – Advertising your vacancy.



The recruitment crisis continues to challenge the early years sector. Therefore, providers are needing to be creative, diversifying the way in which they find and attract the right candidate for the position.

Your advertisement for the post is your opportunity to make a first impression, sell yourself as an employer and to make clear your expectations.

### **TASK 1**

Spend a little time looking back over your most recent recruitment efforts.

- Where did you advertise?
- Did you utilise frequently used sites such as Indeed, Job Centre Plus, LCC employment hub etc?
- Was your advertisement clear? Did it advise of the job role and associated tasks, expectations of applicants etc?
- How did it make you sound as a potential employer?
- Were there any incentives for potential applicants, that would encourage them to apply?
- Does it make clear how you are different to other providers? What are your unique selling points e.g., your overarching vision/ethos etc.
- Do you make links with reputable training providers to explore opportunities for newly qualified practitioners?
- Do you offer flexible working patterns and promote a work life balance?

## TASK 2

Following your reflection, what gaps have you identified? How might you make your advertisement stand out from others?

- Consider the language you use.
- Consider the level of detail you provide.
- Do you highlight any accreditations acquired or your current Ofsted grading?
- Consider additions such as testimonies from existing staff.
- Does it reflect your settings personality?
- Consider making clear what opportunities working for you could offer e.g., training, career progression, bonuses, team events, professional progression, flexible working hours, support for staff's health and well-being etc.
- Are you making the most of free advertising opportunities such as social media?
- Are there opportunities for applicants to visit your setting or to have a phone conversation prior to the application process, to ask any questions etc.?
- Do you signpost applicants to your social media/website etc for their research?

Do you have a standard open-door policy for recruitment e.g., details on your website about what a practitioner could do, should they be interested in working for you?

See also Q card on Retention.