



6 Steps To A Compelling Job Advertisement

1

First Impressions Count

Think about adding some information to your job title or advert headline: “Teach Middle School Science in a growing IB World School” has much more impact than “MS Science”

2

Get to the Point

Wherever you are posting your advert, bear in mind that applicants have a habit of “skim-reading” several adverts before deciding which ones to apply to. The first few lines of your advert are crucial in encouraging the reader to read on and establish whether this is the job for them. Within the first 40-50 words, you’ll want to include some general information about the school that ties in with the title

“ABC International school is a well-established UK Curriculum school in the heart of Learningtown. With 1500 students and 120 staff from 35 nationalities we offer a supportive and multicultural environment. As we continue to grow, and opportunity has arisen for experienced iGCSE Science teacher to join the school...”

3

Be Descriptive. Be Specific.

Think about what the skills and experience are that you need (considering any relevant restrictions for visas / work permits) and focus on those first, before moving on to those that would be advantageous or “nice to have.”

Remember that the job advert is not the position description.

You don’t need to cover every element of the job. You may want to attach a full and detailed position description that can be read separately. (At Schrole Connect we allow for the attachment of a full and detailed position description in the system). If you are conducting quite a broad search, keep your requirements open, but if you want a smaller number of more relevant candidates, be specific.



4

Show Me The Money! Sell the opportunity

Your opportunity to tell people why they work at your school. This goes far beyond salary, and should include an overview of the key benefits of working at the school. Maybe you have top-grade accommodation or sporting facilities, access to a strong PD programme for staff, or even just a really good cafeteria; work out what's special about your school and include it here. Not sure what sets your school apart? Ask your existing staff.

5

Location. Location. Location.

Are you minutes from the centre of a major world city? On the shores of a lake or the edge of a desert? Think about what led you to where you are, and what you love about the location of your school. If you know that there are negative preconceptions about your city or country, challenge them, but bear in mind the need to keep expectations accurate.

6

It's All About Style

The aim of any job advert is to make a compelling case for applicants to take the time to apply so include the approach or style of the school the tone of your advert. A long list of requirements and prerequisites suggests a micro-managed working environment, whereas an over-familiar tone can seem unprofessional. Think about the way you talk to your staff in person and try to mirror that tone - Talk to the applicant on their level and in the second person, using 'you' and 'your', not 'we and 'our'.